The Literary Digest

NEW YORK, FEBRUARY 7, 1931

TOPICS OF THE DAY

Colonel Anderson's Substitute for Prohibition

A CERTAIN DISTINGUISHED CITIZEN of Richmond, a vigorous six-footer of sixty, with blond hair now turned gray, a bachelor, a successful lawyer, a leading Republican in a Democratic State, has taken the center of the stage in the Prohibition drama.

For Col. Henry W. Anderson has admitted with a smile that ever since he put forward the one definite plan for a new way to handle the liquor problem that resulted from the Wickersham Commission's labors, well—he might have to take to the woods to escape all the bouquets and brickbats.

Keystone photograph

"I Guess I Shall Have to Take to the Woods"

Says Col. Henry W. Anderson, whose widely discust plan for governmental liquor control puts the reporters and interviewers hot on his trail.

Of course, the point is that people everywhere have been seizing upon this Anderson plan for governmental liquor control to praise it or condemn it or at the least to admit that at last we have something definite. From the "welter of opinion and dissent" contained in the Wickersham report and the accompanying individual statements, "the contribution made by Mr. Anderson looms like a mountain of definiteness," to use the Boston *Post's* phrase. The Cleveland *Plain Dealer* will not be surprized if this plan "furnishes a new rallying point for modificationists throughout the country." For the first time, *The Wall Street Journal* remarks—

"The anti-Prohibitionists have something sponsored by a responsible, disinterested, and official body to which they can tie. The proposal may not be the substitute finally agreed upon, but it is nevertheless an authoritative, concrete proposal which will serve as a starting-point, at least, for discussion."

"THE Anderson plan may be worth careful study," remarks the dry Springfield *Republican* in judicial mood:

"It might develop, in substance, into a workable system of Federal control of the manufacture and sale of liquor, in case the revisionists rather than the repealers should get control of the American mind.

"Yet, for the present, it is between two deadly fires.

"The wets who demand the full restoration of States' rights are hostile to it no less than those who condemn 'flying the American flag over a dram-shop,' as Senator Borah expresses it."

"The Democrats are rallying around the Anderson proposal," says David Lawrence in a Consolidated Press dispatch, "altho many objections will naturally be voiced to that proposal, and even the Democrats will be wary about accepting it, because any definite formula is difficult to handle in a campaign."

But, before going into the pros and cons, let us notice just what Mr. Anderson has proposed. The plan, we may remember, was indorsed by Messrs. Kenyon, Loesch, Mackintosh, McCormick, and Pound of the Wickersham Commission, Commissioners Kenyon and McCormick making their indorsements conditional on further trial of the present dry law.

NOW, Mr. Anderson did not evolve his plan out of his own consciousness, nor did he take anybody's word for it. He went to Europe himself, and he studied what was being done with the liquor problem in European countries, and in particular he studied what is called the Bratt system, now in use in Sweden. Then he came back home to write forty pages of the Wickersham report to give his views and explain his suggestions.

We have abolished the saloon, says Colonel Anderson, but we are confronted by new and serious evils. In fact, "we are in grave danger of losing all that has been gained through the abolition of the legalized liquor traffic and the saloon." The Prohibition laws are not being observed or enforced, we are told. But, insists Colonel Anderson, "between the one extreme of a legalized traffic conducted solely for private profit and the other extreme of absolute Prohibition, lies a great middle ground of unexplored territory."

THE Virginia lawyer devotes many pages to explaining why, in his opinion, so large a portion of the American people resent Prohibition. He makes the point that the illegal traffic in liquors exists because it is profitable. He believes that "so long as human nature remains unchanged and lawlessness is profitable," bootlegging will persist.

Mr. Anderson thinks that mere repeal of the Eighteenth Amendment would bring back the saloon and that a repeal of the enforcing acts would be equally objectionable, involving Congressional nullification of a Constitutional provision. He considers the light wine and beer idea "objectionable both on principle and from a practical standpoint."

Coming to his own plan, he insists that the primary requirement of any regulation must be the taking of the profit out

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

of the illegal traffic. This is the central idea of the Anderson plan.

The first thing to do would be to revise the Eighteenth Amendment so as to give Congress the "power to regulate or to prohibit" the traffic in intoxicants instead of making Prohibition mandatory. Then there would be a bipartizan National Commission on Liquor Control somewhat along the lines of the Interstate Commerce Commission or the Federal Reserve Board to regulate manufacture and importation of intoxicants, transportation in interstate commerce, and wholesale distribution. Under the control of this body there would be a corporation privately owned, with dividends limited, which would do all the manufacturing, importing, interstate transporting, and wholesale distributing of liquors. Excess profits would go into a special fund to be handled by the Government for certain specified purposes. Prices and alcoholic contents of liquors would be under control of the commission. Mr. Anderson makes the interesting point that "the prices should be such, on the one hand, to limit the use and, on the other hand, not high enough to permit the illegal traffic in or sale of such liquors." States might continue Prohibition, but in such case would have to enforce their own laws except that no liquors could be shipped into dry States.

Now we come to retailing.

This would be done by State commissions and corporations corresponding to the national system. The State corporations would sell in original packages for use off the premises to holders of licensed books up to maximum amounts fixt by the appropriate commission. Such books could be canceled for drunkenness or violation of the law. There would be no advertising of liquors or solicitation of purchases. Excess revenues from the State corporations would go to the State treasuries. These sums, like the national fund already mentioned, would be set aside for promotion of temperance and other purposes.

Mr. Anderson is convinced that "smuggling and illicit production would end, since no one would buy bootleg liquor of doubtful quality when good liquor could be obtained at fair prices." In other words, "the profit in the illegal traffic would be eliminated." Moreover, explains Mr. Anderson, "every principle and feature of this plan, except as to the specific use of excess profits, is now in operation either in the present system of government regulation of railroads, or in the Federal Reserve Bank system, or in both."

THE approval of five of Mr. Anderson's fellow commissioners has already been noted. Commissioner Pound, by the way, speaks of the plan as "the best and most complete which has been brought to our attention," and suggests that "this or some like plan for adapting national control to local conditions may well be the next forward step."

Off the commission as well as on it, the Anderson suggestion wins praise from both wets and drys. Here is Prof. Horace D. Taft, head of the Taft School, remarking that "if they ever came to amending the Eighteenth Amendment," the Anderson proposal "would be the best thing," but he doesn't expect any revising. And here is Mrs. Charles H. Sabin, National Chairman of the Women's Organization for Prohibition Reform, praising the plan in these words:

"It is the first compromise proposal of a constructive nature upon which wets and drys have ever been able to agree, and it is significant to note that this amendment would only be permissive, not mandatory. In my opinion, it is the only real, statesmanlike contribution of the report."

COLONEL ANDERSON is at least one prophet who is not without honor in his own country. In his own city of Richmond, *The Times-Dispatch* hails his "candor, courage, and clear thinking," and calls Mr. Anderson the one statesman on the Wickersham Commission. His plan is found by the Richmond *News-Leader* to be "the most constructive part of the whole Wickersham report." Another Virginia daily, the Norfolk *Virginian-Pilot*, discovers "definite virtues" in the plan:

"It avoids putting the Government directly in the liquor business, as do the typical Canadian systems.

"Its practicability is attested by the experience in Sweden.

"It would undoubtedly greatly reduce the illicit liquor traffic and make a corresponding reduction in the crime, graft, and official corruption that the present two or three billion dollar illicit traffic fosters.

"It would provide a measure of local and State autonomy, but its basic checks would be established by Federal law and therefore involve a direct negation of the States' rights principles which are asserted by the most belligerent critics of constitutional Prohibition.

"It would be a blend of Federalism and States' rights and would involve an amendment of the Eighteenth Amendment delegating to Congress the right to control the manufacture, sale, transportation, import and export of intoxicating beverages, but not commanding it to do so. Should the system break down, a simple act of Congress could disestablish it and restore the States to any degree of control a majority of Congress deems wise.

"The unconditional repeal elements are drawing their knives against the Anderson compromise as incompatible with States' rights. No one would be so rash as to predict the outcome of the battle, but it is within the possibilities that the American people will approve a trial of the Anderson experiment, or some modification of it, before it will approve a step more radical."

CRITICS of the Anderson plan are found right in the Wickersham Commission itself.

Chairman Wickersham, one of the "dry" members, has his doubts about it. He thinks "the pressure to obtain books authorizing purchase of liquor would be so irresistible that all benefits of the system would be lost; or else, the intrigues of organized liquor interests would exert such influence in Congress that the distinctive characteristics of the system would be destroyed and an abundance of liquor would soon flow for all who wished it."

Then there is Monte M. Lemann, a "wet," the only member of the commission who did not sign the report. To him it seems better to have control by the States than by the Federal Government, and to him "it seems reasonably certain that any attempt to embark upon a paternalized permit system would not succeed in this country, but open the door to considerable corruption, and would transfer the bootlegger from the rich man to the poor man as a field for operation."

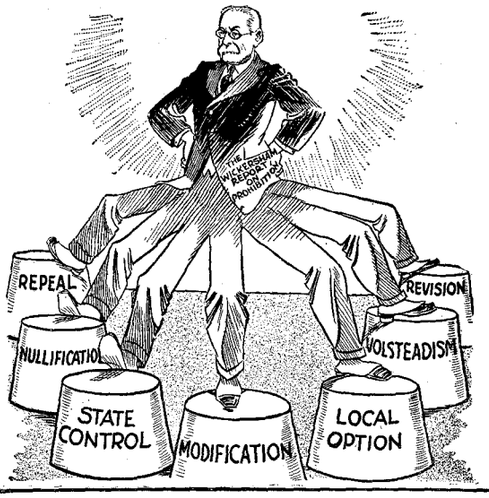
Some drys object vigorously to the Anderson plan. Such an old-time Prohibition worker as Clinton N. Howard of Rochester is quoted in *The Democrat and Chronicle* of that city as declaring that the Anderson plan "would substitute the booze line for the bread line or give us both."

And critics appear among both wet and dry newspapers. For instance, the wet St. Louis *Post-Dispatch* considers it "impracticable so to control or handle the liquor problem in a country as vast as the United States," while "to give Congress control of the liquor business would be to make it a cockpit and expunge from our public life every other consideration." The plan, in the belief of the Rochester *Democrat and Chronicle*, "leaves almost endless opportunities for evasion of the law, for bootlegging, for fraudulent licenses, for graft among the distributing agencies, for drunkenness, for interstate smuggling, and for that determined contempt for restraint that has always characterized the liquor traffic as an organized business."

"Serious objections" are found by such a leading dry newspaper as the Boston *Christian Science Monitor:*

"There is primarily the fact that the partial inebriation which results from even small quantities of liquor is utterly incompatible with public safety in connection with the many mechanical aids which have so enlivened the pace of modern living. There is also serious question as to whether bootlegging and racketeering would not continue on the fringe of any regulation of the liquor traffic which actually curbed it."

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

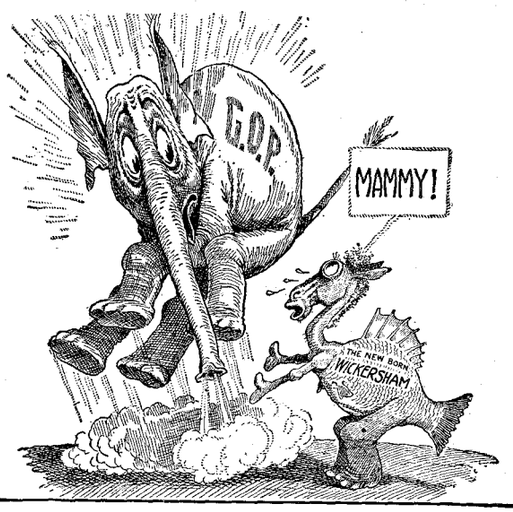


Now We Know How He Stands on the Subject
—Doyle in the Philadelphia "Record."

Copyright, 1931, by the Chicago *Tribune*

Their Stamp of Approval
—Orr in the Chicago "Tribune."

Something on the Hip
—Duffy in the Baltimore "Sun."



The Marked Child
—Ireland in the Columbus "Dispatch."

The Wicker (sham) Chair
—Hungerford in the Pittsburgh "Post-Gazette."

CARTOONISTS GET A "KICK" OUT OF THE WICKERSHAM REPORT

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

India's Meek Man of Might

THAT TOOTHLESS, SCRAWNY, HALF-NAKED wisp of a man who holds the fate of scores of millions in his emaciated hand is focusing the attention of the nations again.

Out of jail comes Mahatma ("Great Soul") Gandhi, and

Maybe He'll Paddle His Own Canoe, But—

—Shoemaker in the Chicago "Daily News"

above his puny figure towers a question mark so huge that all the world is pondering the answer.

What will Gandhi do now? What will be the next momentous step of this sixty-one-year-old, ninety-six-pound, birdseed-eating man? How will this frail candle light the doubtful way for India's teeming hordes who worship him?

To them and to the British Empire his decision is of vital import.

Whatever demands he may make, his methods are known in advance. His two-edged sword is non-cooperation and non-violence. Where force would lose, his gentleness wins. He symbolizes the terrific might of meekness.

One of his first announcements after being released is that the campaign of civil disobedience against the British Indian Government must go on.

WITH other members of the All-India Congress Working Committee, Gandhi was freed, we read, a few days after the close of the Indian Round Table Conference in London. At that conference, as recounted in our last issue, Premier MacDonald listed as points of his Indian policy "amnesty for India's 50,000 political prisoners, if 'civil order' is restored" and "establishment of full responsible self-government in India, with the Imperial British Government reserving control of finance, foreign affairs, and defense."

In his release order of January 25, issued at New Delhi, the Indian Viceroy, Lord Irwin, explained his "good-will gesture" thus, we are told by the Associated Press:

"In order to provide an opportunity for consideration of the statement made by Prime Minister Ramsay MacDonald on January 19, my government, in consultation with the local government, have thought it right that members of the Congress Working Committee of the All-India Congress should enjoy full liberty of discussion between themselves and with those who have acted as members of the committee since January 1, 1930.

"I am content to trust those who will be affected by our decision to act in the same spirit as inspires it, and I am confident they will recognize the importance of securing for these grave issues a calm and dispassionate examination."

AND so Gandhi came out of the Poona jail, to be greeted by frenzied demonstrations by tens of thousands. He had been locked up for eight months, since his arrest for defying the tax laws by making salt. For a time it had been feared it might be necessary to evict him from the prison, dispatches said, hinting that he might insist upon remaining a prisoner as long as other political offenders were held. As an Associated Press dispatch from Bombay quotes him:

"I expect to be back here within two months.

"I am not at all happy at the thought of entering again the whirlpool of life in the outside world, with its strife, suffering, sorrow, and sordidness.

"I can not bear the thought of enjoying my individual liberty while tens of thousands of my brothers and sisters remain in jail."

Especially bothersome to prison officials, we read, were Gandhi's experiments with various diets. Always a strict vegetarian, he recently gave up even milk, and was subsisting on "a handful of cracked corn and birdseed flavored with raisins."

Gandhi was whisked away from the prison in an automobile late at night, to avoid the crowds that had gathered. He wore only his customary loin cloth and his spectacles, the New York *Times* correspondent tells us, but had swathed himself in a blanket against the chill air. On his way to Bombay, he said:

"I am prepared to study the whole Indian situation from every point of view, and to discuss Prime Minister MacDonald's statement with Sir Tej Bahadur Sapru and other delegates on their return."

BUT, in Bombay, the Mahatma gave warning, we read in *The Times*, that "if the release of the Congress leaders is to be effective, the release of all civil disobedience prisoners is a necessary condition. That release in turn will be ineffective unless repression is stopt immediately."

And in another dispatch to the same paper:

"The civil disobedience campaign in India will continue uninterrupted, with its boycott of foreign cloth and its picketing of liquor shops, Mahatma Gandhi declared in an interview. And it will not be affected by whatever attitude may be taken toward the proposals of the London Round Table Conference.

"These activities were intended, the Nationalist leader declared, not to register the nation's resistance to the existing government, but to end forever certain abuses which the All-India Congress party is determined shall no longer exist under any government. These abuses, he said, are the use of intoxicating liquors, the use of foreign cloth, and the repression of the 'natural right' of the poverty-stricken millions in India to make their own salt."

Gandhi's release, remarks the Baltimore *Evening Sun*, expressing the views of many American papers, "marks another victory for the most curious sort of fighter this generation has known."

"The Indian delegates at the London conference have urged their countrymen to take no action until their return to India," the New York *Evening Post* reminds us, "and it will probably not be until about a month hence that we shall know just what policy the National Congress party will adopt. In any event, a certain amount of resentment against a Constitution which does not completely meet their demands is inevitable."

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Europe Takes a Slap at Mars

"UNITE OR DIE!"

All Europe harkens as the portly, untidy man with the drooping, frayed mustache utters his warning.

Aristide Briand, eleven times Premier of France, and now her Foreign Minister, is hammering away at his plan for a European union as the United States of Europe Committee of the League of Nations meets at Geneva.

The session was held in the "glass-room" of the Secretariat, "usually as transparent as a goldfish bowl." But Irvin S. Cobb's famous line, "no more privacy than a goldfish," apparently did not apply here, for, as one correspondent notes, "the windows were veiled by a series of long, new white curtains."

However, the world was not left in doubt as to what went on in that shrouded, crystal chamber. The upshot of several meetings is told by the New York *Times* head-line:

"27 NATIONS PLEDGED TO PEACE OF EUROPE IN GENEVA MANIFESTO"

Every European nation except Russia and Turkey was represented when Chairman Briand called the delegates to order.

"We have a long road to travel," said he, as quoted by Albin E. Johnson, Geneva correspondent of the New York *World*, "and we must map it out"—

"We must never be swerved from our purpose, and in our task we will reject the cooperation of none. Europe must unite in order to live. The nations gathered here are jointly responsible for safeguarding the heritage of European civilization."

Discordant at first, the session grew even more troubled a few days later when the naval truce between France and Italy was reported at an end, through failure to resume the negotiations that broke down last summer. Thus both countries are free to engage in whatever war-ship building they wish, as we are told by the Associated Press, and Rome dispatches say Italy is prepared to build gun for gun with France.

Then came, on January 21, the constructive step by the committee. In the words of Clarence K. Streit, Geneva correspondent of the New York *Times:*

"Europe will keep the peace, its Premiers and Foreign Ministers assembled in the commission of inquiry into the proposed European union unanimously pledged here to-night in a solemn manifesto aimed at ending the talk of a coming war, and reestablishing confidence, and thus promoting both economic and political recovery."

THE text of the manifesto declares that business recovery in Europe is being hindered by irresponsible war talk. Therefore:

"The best service we can render toward the improvement of the economic position is the firm assurance of European peace.

"We therefore declare, as Foreign Ministers or responsible representatives of European States, that we are more resolutely determined than ever to use the machinery of the League of Nations to prevent any resort to violence."

But this was not all, Mr. Streit tells us:

"Before adopting the manifesto, the commission made a series of other decisions of far-reaching importance—decisions which, together with the manifesto, undoubtedly constitute the strongest expression of European solidarity yet achieved, and make clear that the idea of a European union is not only under way, but is making greater headway than even M. Briand expected when the session began.

"The commission decided to establish three big committees:

"1. A wheat committee.

"2. An agricultural credits committee.

"3. A committee on the general organization of the European union.

"All three will get down to work immediately and report to the May session."

SOME American papers take a rosy view of all this. Others take the manifesto with a grain of salt. Europe's fear that war rumors would restrict American credits is said to have had weight at Geneva.

Briand's plan for a United States of Europe, as the Kansas City *Star* reminds us, "is based primarily upon the idea of an economic union of Europe, to be realized through tariff agreements. But M. Briand contends that no economic union is possible without the previous solution of political problems, especially the problem of security."

The Truant Officer

—Pease in the Newark "News."

One paper which looks dubiously at the manifesto is the Springfield *Union*:

"However desirable it may be to resolve to be more determined than ever to use the machinery of the League of Nations to prevent any resort to violence, such a resolve made suddenly at the conclusion of a conference productive of all too meager results smacks more of an apology for its existence than of a sincere resolve to meet the necessary conditions of peace in Europe."

On the other hand, the New York *Times* is optimistic:

"Skeptics will have no difficulty in identifying the peace manifesto as only one more meaningless gesture.

"There will be imitators of the hard-boiled Pertinax of the *Echo de Paris*, who hastens to point out that everybody at Geneva subscribed to the peace pledge because it constitutes no new engagement for anybody. But what this well-known French journalist and disillusionist strangely overlooks is that the Geneva declaration takes precisely the form of a renewal of allegiance and loyalty to the Covenant of the League.

"Better than the multiplication of the machinery of peace is the assertion of a sincere will to peace, ready to avail itself of machinery already in existence. The representatives of the nations at Geneva found their efforts toward economic revival on the Continent frustrated by wide-spread rumors and fears of approaching war. Had they resorted to some new and ingenious device for safeguarding peace, it would have been playing into the hands of the doubters, who would have emphasized the peril and scoffed at the remedy.

"The statesmen at Geneva could have chosen no surer way of calming the public than to remind the world that the League lives."

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Ritchie's Bid for President in '32

OVER NATION-WIDE HOOK-UP from the capitol of the "Free State" of Maryland—fourth-term inaugural. Governor Ritchie speaking:

"Here we believe that government should mind its own business. We believe that the people who are least governed are best governed.

"We have had too much government and too much leaning on it.

"I believe that Federal aggrandizement has reached its high-water mark, and that the present crisis will further a reverse process."

Not at all the old-fashioned type of oratory, but a full, strong, affable voice of middle pitch comes over the radio. The assembly of both Houses of the State Legislature applauds their tall, well-built, wavy gray-haired, rather handsome, and well-groomed native son's attacks on tariff subsidies, the Eighteenth Amendment, and Federal centralization in general. He compliments his fellow Marylanders, and briefs his national appeal thus:

"A new economic and political dispensation will fulfil Maryland traditions and institutions.

"These traditions are toleration in all things and to all people; ordered liberty for the individual and the right to follow his own pursuits and to secure his own happiness in his own way, so long as he does not interfere with the like rights of others or the recognized sanctions of society and a self-governing State, free to settle its local problems in conformity with the needs of its people, unhampered by an excess of government from within and by undue Federal supervision or interference from without."

Rushing the Season!

—Talburt in the Washington "Daily News."

"Here is a real Democrat," shouts the Louisville *Courier-Journal* (Ind. Dem.). "He is the leading, or certainly the most conspicuous, figure in the crusade for the rejuvenation of Democracy," declares the Richmond *Times-Dispatch* (Ind. Dem.). And the New York *World* (Ind. Dem.) says:

"These are the principal matters which for ten years have divided the Democratic party, confused its counsels and destroyed its energies.

"Prohibition, intolerance, and economic paternalism: these are the false gods which different factions in the party have worshiped.

"But not Ritchie of Maryland."

ON the other hand, this address of Maryland's Presidential aspirant is "based on a political philosophy as dead as that of Jefferson Davis," in the opinion of the Springfield (Mass.) *Republican* (Ind.). And the Philadelphia *Public Ledger* (Ind.) observes that "plainly, Mr. Ritchie didn't know that he was burning his bridges in front of him." For—

"The vast majority of Democrats and Republicans like the principle of centralization.

"Once the States were proud of their sovereignty. They would have fiercely refused to ask charity doles from Washington, as Western and Southern Representatives in Congress are demanding them now.

"War legislation and the teachings of the bureaucrats changed all this. The people in general are too lazy-minded to govern themselves. They are devoted to their new bureaucracy.

"Thus Mr. Ritchie has as good a chance to be President as Don Quixote would have, if he were living, to be Dictator in Soviet Russia."

WASHINGTON correspondents find politicians in both parties quite unwilling to be quoted on the "Ritchie hat in the ring," but a Ritchie-for-President League with seven State regional organizations is discovered.

In many Southern papers praise for Ritchie stops short of committing them to his nomination by the Democratic party.

The Baltimore *Sun* (Ind. Dem.) commends him for telling business men that they are meddling too much with government for the sake of pap, when they should get busy in better business management. Other papers note that when he comes to public utilities, Governor Ritchie declares for "necessary regulation to protect public interests," by way of contrast to leanings toward public ownership or operation by Governor Roosevelt, a New York favorite Democratic son.

British Baldwin: Good Loser

"BROKE AND PROUD OF IT!" That, in these hard times in England, is Stanley Baldwin, formerly rich enough to give $600,000 to the Government at a clip, and twice Prime Minister.

The colorful news comes by Associated Press from Birmingham, where Mr. Baldwin confessed in an after-dinner speech that his fortune in the iron trade had melted because he couldn't let the family name be dishonored.

"Baldwin Goes Down with His Ship," praises the Louisville *Courier-Journal*. "With men who care like that, you can have a country," suggests the Milwaukee *Journal*.

Pen and pencil sketches picture Baldwin as a vigorous, stoutish gentleman of sixty-three, short-necked, with double chin nestling into a wide-open winged collar, protruding nose and under-lip, pipe right-side up in his mouth, and given to walking tours, drest in rough clothes.

Speaking at a dinner of the Engineering and Allied Employers' Association, Mr. Baldwin explained that most of his wealth consisted of shares of the iron trade associated with the Baldwin family name, running back to one John Baldwin "at the forge" in the reign of Charles II. These shares, when he took office in 1923, could have been sold for about $15; to-day they are worth forty cents. He holds them now, and "there is no cataclysm on earth that can bring them to more than a fraction of their former value." Instead of saving most of that loss, "I nailed my colors to the mast of the ship of British industry," says Mr. Baldwin:

"It may have been bad business on my part—many modern business men would say it was—I ought to have sold at the top of the market. But when you have an old name in business, against which nothing has ever been said; when you know the public has come into business on the strength of that name, it is an impossibility to throw your shares on the market when you know that in all human probability the loss will fall on them, not on you."

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

TOPICS IN BRIEF

DOUBT makes the mountain which faith can move.—*Toledo Blade.*

Now's the time the pancake batter makes a hit whenever it comes to the plate.—*Weston Leader.*

"MARRIAGE brings a lot of change into a man's life," says a novelist. And it takes a lot out, too.—*The Humorist.*

SINCLAIR LEWIS: "I am absolutely with my country, right or wrong." When wrong, it makes a good story.—*Toledo Blade.*

WE'VE just read of a man who got a clean shirt back from the laundry with fifty dollars he had buttoned in the pocket. The laundry wasn't run, however, under banking regulations.—*Weston Leader.*

THE chief objection to these swell gangster funerals is their infrequency.—*Waco News-Tribune.*

DOROTHY DIX says husbands should spank their wives. You reckon Dorothy owns stock in a hospital?—*Macon Telegraph.*

AN Austrian musician has invented a saxophone which can be played by machine. World peace seems farther off than ever.—*Punch.*

"A DONKEY discovered a mine that has paid $43,000,000." And other donkeys have put ten times as much into mines that have paid nothing.—*Weston Leader.*

SOME people are born suckers, some try to get something for nothing, and some go gaga when told the first payment is only $2.—*Albany (Ore.) Democrat-Herald.*

"A WEEK after their wedding they were throwing crockery at each other," said a landlady in court recently. It is not every couple that settles down to married life so quickly.—*The Humorist.*

Showing Signs of Strength

—Hungerford in the Pittsburgh "Post-Gazette."

THE Wickersham Commission, in the opinion of its critics, merely brought forth a mouse. But, wow! What a squeak!—*Chicago Daily News.*

A READER wants to know why what the bootleggers peddle is always referred to as rum. Possibly because it is "rum" stuff.—*Tampa Times.*

GEORGE BERNARD SHAW says Socialism means work for everybody. He won't sell much Socialism with that kind of talk.—*Medford Mail-Tribune.*

LAW-BREAKERS in New York, we are told, have a regular organization with officers. The head officer, we suppose, is the vice-president.—*Southern Lumberman.*

RASKOB says he hasn't bought the band-wagon from us Democrats; he's just holding it in his garage until we settle up for alcohol in the radiator.—*Dallas News.*

A NEW YORK banker wants to combat depression by reducing wages. As far as the wages of New York bankers are concerned, we will go along with him.—*San Diego Union.*

SCIENTISTS have found in Alaska the bones of an animal with a head like a camel and a body like a fish. It may have been a prehistoric political Prohibition straddler.—*Wichita Eagle.*

A DECORATED map is an interesting feature of milady's boudoir, says a household note, but probably she'll take it out with her as soon as she has put on the finishing touches.—*Boston Herald.*

WELL, we see "Uncle Tom's Cabin" is not playing for the first time in seventy-seven years. Probably alterations are being made so it can be opened again next spring as a tea room.—*Ohio State Journal.*

To a great many persons the apple has become breadfruit.—*Ohio State Journal.*

PROHIBITION is eleven years old—still living on the bottle—and no teeth yet.—*Tampa Tribune.*

ANOTHER major function of the muffler is to serve as a silencer for Christmas neckties.—*Arkansas Gazette.*

IT will be time to worry about a Red movement in this country when the participants have American names.—*Toledo Blade.*

LORD READING, former viceroy, has changed his mind, and he now indorses dominion government for India. The caption of this picture should be "Reading from wrong to right."—*The New Yorker.*

YOU can't insult a flapper by saying she hasn't a thimbleful of brains. She doesn't know what a thimble is.—*Publishers Syndicate.*

THERE isn't any objection to college training except that it postpones a fellow's education four years.—*Nelson (B. C.) News.*

BUSINESS just seems bad, like the fight racket, because you can no longer get rich quick at the expense of suckers.—*Wheeling Intelligencer.*

THE wealth of the country is being divided, slowly but surely. J. P. Morgan has taken in the nineteenth partner.—*Spartanburg Herald.*

THE effects of the London conference are beginning to make themselves felt at last. The Bureau of Statistics in Washington announces a 10 per cent. reduction in navy beans.—*Boston Herald.*

LIVING through 1930 was a great deal like going to war: Something to talk about later but nothing to be in at the time.—*Detroit News.*

ONE way to keep boys from going to the chair is to employ treatment that makes them prefer standing up.—*Brockville (Ont.) Recorder.*

SENATOR NORRIS proposes to abolish the electoral college. Might as well. Nobody ever hears anything about its team.—*Winston-Salem Journal.*

IT works both ways. Building enough prisons will give men employment; giving men employment will lessen the number of prisoners.—*Muskogee Phoenix.*

CANADIAN naturalist says a bear will run if you look it straight in the eye, but we are not going to try it until he says which way it's going to run.—*Macon Telegraph.*

Now there's a camera that takes clear pictures at a range of 250 miles, so the General Staff can get some good action snapshots next time.—*Richmond News-Leader.*

A LARGER and lighter golf-ball is now being used in America. There are still some who hope that the next invention will be a golf-ball with the homing instinct.—*Punch.*

IN announcing all the money it is going to spend during the coming year, many a big industry must feel grateful for the fact that announcements are so inexpensive.—*San Diego Union.*

WE never fully appreciated what a remarkably brilliant man Lowell Thomas is until we heard him read one of our paragraphs over the radio from THE LITERARY DIGEST.—*Ohio State Journal.*

MIDGET golf, suggests a doctor, will not help people who play games in order to keep slim. But in that game, as it happens, the whole object is to get round as quickly as possible.—*The Humorist.*

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Soviet Confidence That Asia Will Turn Red

"EXTERMINATE THE REDS" is the Chinese cry from Harbin, Manchuria, in the far north, to Canton in the far south, we are told by Chinese informants.

Nevertheless some Soviet champions assert to all the world that a vast revolution, not merely separate revolts, is under way in China and in all of Asia's "colonial and semicolonial countries," and that this revolution "will proceed along Bolshevik lines."

A Polish Thrust

The grim Soviet steed and rider marching over the world.
—"Mucha" (Warsaw).

This is practically the opinion of all Soviet newspapers, but perhaps the most interesting light on the Soviet conviction about Communist progress in Asia is afforded by G. Safarov, a Soviet authority on foreign affairs, who contributes his views to the Moscow *Pravda*, official organ of the Central Committee of the Communist party.

Incidentally he has a sneer for Americans, and ridicules us for preparing to give a loan to the "counter-revolutionary Nanking Government in China." This he finds characteristic, and he goes on:

"The American bourgeoisie, which stands behind Chiang Kai-shek, China's executioner, begins to understand the unconquerable power of the Chinese revolution rising from ashes and ruins.

"Moreover, a strong Bolshevik backbone is now crystallizing in the Chinese revolutionary movement. The frightened bourgeois hastily turn the pages of text-books of history.

"Is what is going on in China a repetition of 1793 in France, or of the French Commune of 1871, or of 1905 and 1917 in Russia?

"And the capitalistic Powers dispatch scores of battle-ships up the Yangtze River, and send scores of regiments to the regions adjoining China's Sovietized provinces, and try to revive the dying bourgeois Kuomintang party. But what if the thing going on in China is, metaphorically speaking, the year 1793, plus 1871, plus 1905 and 1917? No cruisers, machine-guns, and soldiers drest in uniforms made in America will be powerful enough to suppress the development of the Chinese revolution.

"At the present time, Chiang Kai-shek, fed with American gold and supported by all the bandits of world capitalism, has started a bloody campaign against China's Sovietized provinces.

"Before the second world war breaks out, he and his supporters are planning to quell the new rise of revolutionary movement in China. They will, however, break their rotting teeth while trying to do it. Yet the proletarians of the world must know one thing. By attacking the Chinese Soviets, the world-imperialists are preparing and rehearsing an attack upon the Soviets of Russia, of the country of the conquering Socialism."

TURNING to the Chinese-language press for a retort to this Soviet writer, we find in Canton, once the hotbed of Communism, the *Kwang Chow Man Kwok Yit Pao* urging the Chinese nation to profit by the experience of Canton, when it says:

"Our city was once the stronghold of the Communists.

"The Reds burned the city, and we burned the Reds.

"The life of a man or woman, even suspected of being a Communist, is not worth the cost of a bullet used to dispatch a Bolshevik on his journey to join his ancestors.

"We have no Reds in our city, and any other city that uses our remedy will enjoy the same peace and prosperity that we now have."

In Changsha, in Hunan Province, where the inhabitants have seen with their own eyes the effects of Communism, the *Ta Kung Pao* cries:

"What is a Communist? He is a bandit. What is a bandit? He is a Communist.

"Our ancestors rewarded banditry with death; we must follow the precedent of our fathers and treat the bandit-Communists likewise."

THE teaching of the White Russians has had its effect on the newspapers of Harbin. In that city are thousands of Russian refugees who were driven out of their country when the Czarist Government collapsed. The plight of the White Russians upon their arrival in Manchuria aroused the sympathy of the Chinese, and press opinion has always been strongly anti-Communist.

However, not having been subjected to the murderous raids of the Reds, the editorials in the Chinese-language papers in Harbin do not demand the extermination of the Communists so much as they attempt to show the fallacy of the Communist theory. The *Kung Pao* says editorially:

"The ridiculous theories advanced by the Communists should, in themselves, show the utter impracticability of the Soviets. Why should expert technicians be killed or exiled merely because they do not happen to be of lowly birth? In our country, where the need of experts is the greatest, what would happen if we banished the few we have?

"The Soviet Government has in its employ hundreds of foreign advisers. It is generally conceded that Russia had more technical experts after the revolution than China now has.

"If we listened to the advice of Moscow, and drove our educated men out of the country, it would indeed leave chaos.

"The crying need of China is education; and the great bulk of our men of letters comes from well-to-do families. Who will lead our people into the light of learning if we lose them?"

Despite the fact that a Shanghai special cable by Hallett Abend in the New York *Times* reports that the Nanking Government's anti-Communist campaign in Kiangsi Province "continues to be disastrous for the Government," other press correspondents are firm in their conviction that Communists in China are not

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

a serious menace to the future of that country, and that Communism can never get a powerful hold on the Chinese people. Nevertheless Mr. Abend tells us that:

"There have been minor defeats and serious desertions on the part of the soldiers, while the solidarity with which the peasantry is giving its support to the Reds is complicating the situation."

In a New York United Press dispatch to the Montreal *Star*, D. C. Bess of Peiping, who returns to the United States for a visit after working seven years as a newspaper correspondent in China and Japan, presents what *The Star* calls "an interpretation of news stories, sometimes necessarily conflicting" which reach this side of the world from China. Mr. Bess is quoted as saying:

"Communist leaders have made considerable progress in four southern provinces during the past two years, and at times have virtually ruled two provinces. But their hold has never been firm, and they have made few real converts among the people.

"Communism is serious enough for these southern provinces. More than 100,000 people lost their lives during a recent Communist campaign. The material losses in looted cities has been enormous.

"But Communism as a movement has never seriously threatened the Chinese nation, and is not likely to do so in the future."

Blaming France for Spain's Unrest

FRANCE IS TO BLAME for a lot of Spain's troubles, according to some bitterly anti-French German newspapers.

They charge that the French Foreign Office has been making life uncertain for King Alfonso ever since the World War, because they hold him responsible for keeping Spain out of the fray.

That is why such journals as the *Hamburger Nachrichten*, which consider themselves well informed, declare they do not take seriously all that comes out of Spain on the subject of dynastic crises, dictatorships, and similar developments. This daily proceeds:

"From the moment the censorship is established at Madrid, the outside world seems to depend for its Spanish impressions upon Paris.

"But Paris is for the moment a most troubled source of information on the subject of the agitation in Spain.

"Official Paris has too much at stake in the course of events in Spain to make it possible for it to resist the temptation to color all dispatches from an interested motive."

As long as Alfonso and his supporters guide the destinies of Spain, if we are to accept this interpretation, France will be unable to exploit the Spanish Mediterranean islands in the event of war with Italy or any other Power:

"Nor is this the only possibility that stirs French diplomacy into its present interference with events throughout Spain.

"France wants to use the sure and certain path afforded by the Spanish railways for the transportation of her black troops from Africa."

Yet it would be erroneous to ascribe the origin of the present Spanish crisis to the French, in the opinion of both the Socialist Berlin *Vorwärts* and the somewhat conservative *Hamburger Fremdenblatt*. The Quai d'Orsay, they suspect, is but making the most of a situation already existing, a crisis that facilitates the promotion of French aims. The *Berliner Tageblatt* sums up:

"When it comes to the supreme effort to effect a revolution in Spain, everything will depend upon the attitude of the Army and the Navy.

"The task of gaining accurate information on this point is extraordinarily difficult.

"The higher officers do seem loyal to the King.

"In the lower grades one finds many adherents to the Republican ideal.

"It remains uncertain whether the higher element in a serious test of strength would go over to the Republican cause."

Cameras Banned in Old Shanghai

SENSITIZED FILM AND SENSITIVE FEELINGS have come into conflict in the old Chinese native city of Shanghai.

Any resident or tourist who brings his view-finder into action in that seething district is said to risk unpleasant consequences.

While feeling sympathy with the ideas back of the prohibition of "free-for-all photography," some Shanghai English-language editors contend that the action taken by the Chinese authorities does more credit to their hearts than to their heads.

What hurt the sensibilities of the Chinese, it seems, is that too many photographs were taken of scenes of squalor and poverty in the native city, and were then sent far and wide.

A German Jibe

"All aboard, proletarians of every land! This Soviet craft will carry you safely through all the present hard times."

—"Der Wahre Jakob" (Berlin).

An American-owned newspaper, the Shanghai *Evening Post*, quickly notes that there are parts of cities in America and Europe, too, which the residents would not be proud or pleased to have broadcast through photographs, yet it is argued:

"But to prohibit the free use of a camera in the Chinese city here for the reasons officially explained seems to us not only futile but harmful.

"Any tourist or resident balked in his search for a camera subject in the Chinese city can, with little trouble, find a counterpart within the limits or on the borders of the foreign settlements.

"So what possible good can result from the enforcement of the ban against photographs in the small area of the Chinese city?

"Rather, harm will be done to Chinese prestige. The impression will naturally get abroad that conditions are so bad in the Chinese city that the authorities actually forbid any one taking pictures there!"

Surely, this Shanghai daily goes on to say, those responsible for imposing the restriction have overlooked this phase of human nature. And then it makes this telling point:

"Rather than pretend that misery and squalor do not exist, by simply closing the camera's eye, let the authorities continue to labor at improving the conditions we all deplore."

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The New Steersman at India's Helm

THE FREEING OF GANDHI by India's present Viceroy, Lord Irwin, and the news that the new Viceroy and Governor-General is Lord Willingdon, formerly Governor-General of Canada, merely "peeves" the Indian Nationalist press.

To Nationalist editors in India, a Viceroy is a Viceroy and nothing more, even tho Lord Willingdon is noted as being a man of tact and good temper.

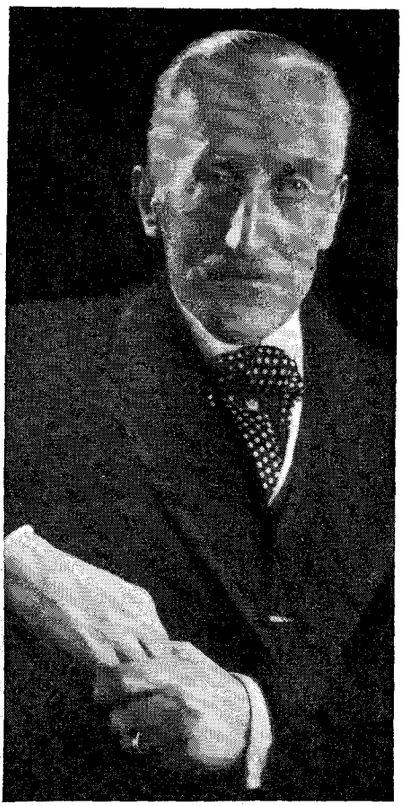
Meanwhile, we learn from the Canadian press that all Canada was surprized by the announcement of Lord Willingdon's appointment as Viceroy of India, but as the Winnipeg *Manitoba Free Press* puts it, "in a career that has brought one surprize after another, probably he himself found less to be surprized at than to regret." There has been something unusual in each elevation given Lord Willingdon up the ladder ascended by British proconsuls, and this newspaper continues:

"His inclinations have been disregarded, age ignored, rest denied, and only the call of his Sovereign heeded.

"He had not long been most unexpectedly appointed Governor of the Presidency of Bombay before the Great War broke and took from him his beloved eldest son. The most unusual, the highly complimentary, translation from Bombay to the governorship of the province of Madras came six years later.

"Eleven years of India invited rest when he was commissioned as chairman of the international delegation to negotiate the allocation of the Boxer indemnity with the Chinese.

"But before he quit China he received the surprize that eclipsed any he had had before. Premier Mackenzie King cabled Lord Willingdon requesting permission to place his name in nomination for the Governor-Generalship of Canada, about to be vacated by Lord Byng."



Copyright by Underwood

"The Flag Will Not Be Flaunted"

But "assuredly it will not be furled" by Lord Willingdon, India's new Viceroy. Tall and graceful, famous for his tact and good temper, one of Britain's most distinguished proconsuls, undertakes, at sixty-four, to pilot the Indian ship of state.

AN experienced British journalist, now living in the United States, P. W. Wilson, gives a vivid portrait of India's new Viceroy, in an article contributed to the New York *Times*, which reveals to us that:

"Altho he is sixty-four years old, he has obeyed the summons.

"Tall and graceful, he is a man without an ounce of superfluous flesh, on whose spare physique the stern discipline of official life has left its impress; a face full of humor and charm has been carved to those lines of easy determination characteristic of the civil service that he has made his own.

"Touches of the soldier on parade, of the diplomat, of the politician, of the sportsman, of the society man, of the administrator are blended in the personality of one who has seen life in many aspects, who has traveled by land and sea, who has belonged to the old world of tradition, yet lived many years in other worlds than his own.

"Lord Willingdon has never been known as a radical. He has always preferred the Right Wing to the Left. He has never undertaken any task in a spirit of apology for the existence, whether of himself or of the country to which he owes allegiance.

"If he upheld prestige at Ottawa, it may be assumed that he will be no less careful of prestige when he arrives at Delhi.

"The flag will not be flaunted. But assuredly it will not be furled.

"Less of a mystic than Lord Irwin, the new Viceroy will appeal to India's instinct for pageantry as well as her zeal for prayer."

But despite his splendid record, Lord Willingdon's appointment as Viceroy arouses something much less than enthusiasm among the Indian Nationalist editors, who maintain that whoever the new Viceroy is, he is only a cog in the machinery of Britain's bureaucracy.

So long as there is no change in the spirit of administration, it matters naught who occupies the office, according to the *Andhra Patrika*. This newspaper, printed in Telugu, one of the important languages spoken in the Madras capital presidency and adjacent districts, goes on to say:

"The slogan of 'justice' was heard everywhere when Lord Reading came as the Viceroy of India, but conditions during his régime were a negation of justice.

"Every one expected big things of Lord Irwin, and to-day we remember him as the Viceroy who inaugurated the most severe kind of repression.

"Lord Willingdon is no stranger to this country.

"He was the Governor of Bombay, and later of Madras. We in this presidency remember how he encouraged communalism. It is said that he possesses a liberal outlook and progressive views.

"Much better things were said of Lord Irwin, and the country which has been passing through the worst political crisis in history can not feel enthused over the prospect of Lord Willingdon's viceroyalty."

The Hindu—a Nationalist daily conducted in English from Madras—praises "Lord Willingdon's social qualities, generosity, and good temper," but adds that "the record of provincial administration which he actually left in Bombay and Madras has been one that has received just disapproval and condemnation from Nationalist India."

Many Indian publicists, nevertheless, expect big things of Lord Willingdon. Mr. St. Nihal Singh, who recently met him at the Canadian capital, points out in *The Daily Post* (Bangalore) that since leaving India Lord Willingdon has acquired experience that will enable him to tide over her constitutional crisis. To quote him:

"In the presidencies of Bombay and Madras, he was the master of all he surveyed.

"If the prestige attached to the Governor's station did not suffice to get things done, and if even almost unfailing tact and good humor proved unavailing, he carried 'reserve powers' in his pocket, and any one who transacted any business with him knew that he would not hesitate to use them if he thought the occasion warranted."

BRITISH editorial writers in India look upon the appointment as almost a stroke of genius on the part of the British Labor party. To quote the Calcutta *Statesman:*

"Lord Willingdon, after five years and more of Bombay, which province between 1913 and 1919 was not a bed of roses, readily agreed, at no little cost of personal convenience, to come out again to Madras at a difficult time; and now with the same readiness to serve he has consented to accept the burden of the viceroyalty at a much more difficult time.

"The Empire calls on some men to play many parts, and for great service away from Britain there is not always understanding gratitude at home, but India will offer an admiring welcome to two friends (Lord and Lady Willingdon), whose worth it knows, and whose readiness to return in conditions like the present is a splendid declaration of confidence in the future."

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The Railroad's Irritating Competitors

THEY ARE PUTTING IT IN A BAD WAY, thinks Prof. William Zebina Ripley, of Harvard, an authority of international repute on transportation.

Writing in the St. Louis *Globe-Democrat*, Professor Ripley names these competitors one by one.

They are "airways, highways, waterways, pipe-lines, and power-transmission."

The general public, he thinks, is not aware to what an extent these agencies are now performing services formerly done by the railways.

They are considered separately in space commensurate with what he considers the importance of each. Writes Professor Ripley:

"The airplane is spectacular, of course, and seems likely to encroach upon a limited high-class service.

"The worst of that lies far ahead.

"It is only when we come down to earth, confronted by highways and waterways, that the railroads find themselves in the very thick of it.

"While speedy, relatively local, high-class tonnage is lost to the highways, it is the low-grade, long-distance, bulky business which is threatened by water carriage."

THE general public has become accustomed to the omnibus lines which have already cut the passenger revenues of the railroads in halves in many parts of the country. But whereas formerly this was local service, it has now even become transcontinental, operating night and day throughout the land. But Professor Ripley finds a sharper threat to the railway in the growing use of the motor-truck:

"It is the truck business which in its menacing aspect has not been envisaged. Passenger income for many carriers, except in the East, is relatively insignificant; but anything that cuts into freight revenues is far more serious.

"Local railroad shipments between such points as Kansas City and St. Louis have almost entirely disappeared.

"Former live-stock shipping points up to 200 or 300 miles away from the great centers have dwindled to nothing.

"Even perishable stuff, like butter and other dairy products, is now being shipped in refrigerator trucks from Wisconsin to New York at twenty per cent. below the rail rates.

"Great concerns like the International Shoe Company have deserted the railroads entirely. A fleet of several hundred trucks, largely engaged in chain-store business, sallies forth from St. Louis at night several times a week. It transports canned goods and groceries clear to the Mexican border, returning with loads of lettuce, onions, and such like things.

"In the South more cotton is being transported to some of the seaports by truck than by railroad.

"These truck drivers are free to meet any emergency. The railroads have to file their rates. They may not change them lawfully without due notice and formality; while the truck driver makes his contract on the curb—all settled at the drop of a hat.

"Now about waterways!

"All over the country, from the President down, ever since the memorable message on the subject by Theodore Roosevelt in 1908, great enthusiasm for construction and development obtains.

"The initial Congressional appropriation bill on the present fifteen-year Federal program amounts to $145,000,000. A hundred years or so ago we all lost our heads and many people a great deal of their money, over internal improvements, canals and such like. Let us stop now and consider the matter seriously before too much dirt is shoveled during the next few years.

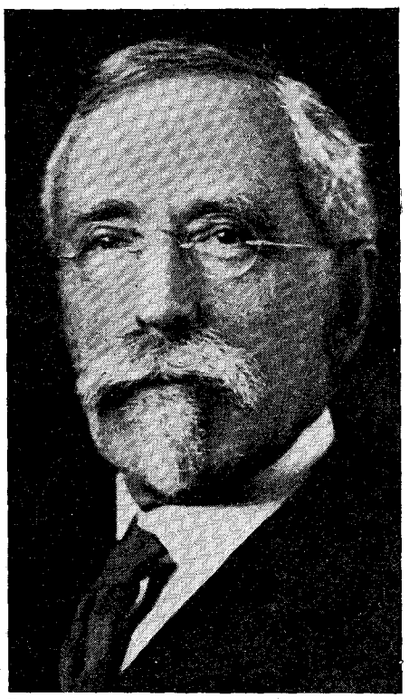
"A sharp distinction should be made between those channels which are economically defensible for more effective service of its kind than the railways can offer; and those others which can only be upheld in competition with carriage by rail by the strong arm of the Government.

"Shipping on the Great Lakes, on the lower Mississippi, possibly on the Ohio, thrives on its own merits. All this traffic has had an amazing development, worth while from every point of view. Such first-class water carriage is deserving of all encouragement.

"Yet another plague seems to have come upon the railroads, almost overnight. This is the spread of pipe-lines. If things go on at the present rate for long, they will soon be piping fresh air from Yellowstone Park into Fifth avenue, possibly to mitigate the carbon-monoxid nuisance.

"Pipe-line construction has been greatly stimulated by new and cheaper processes of manufacture. Millions of dollars of railroad revenue run off through the pipes. Every cubic foot of gas piped into Philadelphia or Chicago from the Southwest means just so much less coal tonnage.

"At the present time mains are being laid down from Oklahoma and Kansas to the Upper Mississippi Valley and from the Texas-Louisiana field to Denver on the one hand and Philadelphia and New York on the other. Orders are said to be outstanding for 1,000 miles of new pipe for gas and gasoline to be installed this year."



Keystone photograph

"The Need of the Hour"

Says Prof. William Zebina Ripley, is "an open and aboveboard campaign of education" to set people's minds straight, so that "the finest railway net in the world shall retain its preeminent post in our national economic life."

HOWEVER, all is not lost by any means, nor can it ever be, concludes Professor Ripley. The railway net is part of the backbone of our national life. One basic remedy, he thinks, is to remove the handicap due to the fact that railroads run on a taxed roadbed, whereas those of the bus and the boat are free. The railroads are thus, he charges, subject to unfair competition from both. The taxpayers are in effect subsidizing the competition of bus lines, trucks, and all manner of water vehicles. He goes on:

"Certain things the railroads should do for themselves without waiting for governmental action. First and foremost, it is incumbent upon them to set their houses in such order as to promote every possible economy and to forward efficiency to the last degree.

"The best way to accomplish this is to have such a layout for each operating company as shall eliminate waste, reduce cost, and improve the service."

Professor Ripley here instances the comprehensive mergers now contemplated, which he regards as measures looking toward economy of operation and improvement of service. He concludes:

"Viewing the situation as a whole, instead of being fraught with disaster, it should rather be hopefully regarded. Not the old tactics, which used to be employed, of political intrigue and misrepresentation; but, instead, an open and aboveboard campaign of education which shall set the minds of the people straight in their thinking, is the need of the hour. Such action taken, there can be but one result—that what is now the finest and most efficient railway net in the world shall retain its preeminent post in our national economic life."

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Stomach Interior Photographed

THE latest thing in cameras has put in its appearance at St. Luke's Hospital, Chicago.

It is known as the stomach camera, and it is claimed that the exact extent of stomach disorders can be discovered by its use. Says *Everyday Mechanics* (New York):

"With it the physician can take pictures of the stomach walls from time to time, and obtain a permanent record of the change in condition or rate of improvement.

"Methods of peering into the stomach have long been used. The figure below shows how a hollow rigid tube is used for this purpose.

"A small electric light, attached to the end of the tube, illuminates the inside of the stomach, so that the person looking in the top end can see the walls by reflection from mirrors in the tube.

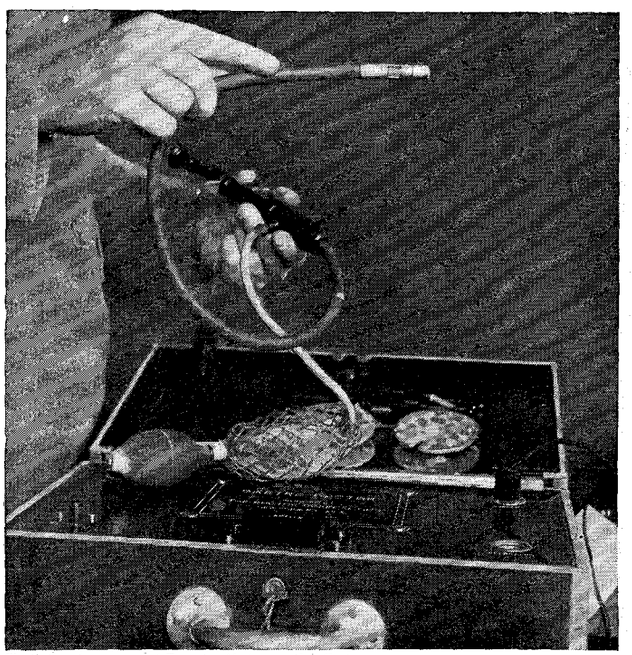
"Note the rubber bulbs for inflating the stomach. This enables the physician to closely study the condition of the lining of the stomach, ulcers, etc., and after such a study, we have the new ultra-violet treatment.

"The beneficial rays of ultra-violet light in sunshine for skin disorders can now be applied to the inside of the stomach by this new method, devised by German and Austrian physicians.

"It consists of a very small ultra-violet-ray lamp in a quartz capsule, not much larger than a capsule for drugs. It is connected to flexible insulated wires inside of a rubber tube, which the patient swallows also. The current is then turned on, and the rays generated in the swallowed lamp bathe the whole lining of the diseased stomach in curative radiation. When the treatment is over, the lamp is easily withdrawn.

"Whether such treatment will produce any great therapeutic results or not is still a matter of speculation. It seems that the cause of stomach disorders, such as ulcers of the stomach, is more deeply seated and the entire body must be thoroughly cleansed before ulcers can be completely eliminated.

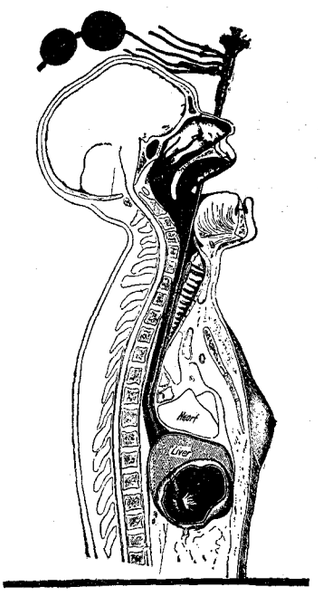
"Healing the surface is like plugging the opening of a volcano."



Illustrations by courtesy of *Everyday Mechanics* (New York)

The Tiny Stomach Camera

Which takes an exposure in the 125th part of a second.



This Periscope

Enables the doctor to peer about inside the stomach.

There's so much salt in Salt Lake (about 23 per cent.) that the water won't freeze in a temperature higher than twenty-five degrees below zero, unless something unusual happens. Something has happened, for this winter ice about a quarter of a mile across and a quarter of an inch thick formed on the lake. A prolonged cold spell, explains the Salt Lake *Tribune*, "caused an unusually heavy precipitation of glauber salts, one of the chief constituents next to sodium chlorid. This decreased the density of the water so as to permit freezing over the shallow water near the shore."

The Twilight of Surgery

TRUE, SURGERY WORKS WONDERS.

Yet the popular notion that cutting may be overdone seems to have become professional judgment.

For a British physician declares surgeons agree with him that, except for removing tumors of the brain and chest, the surgeon of the future will have little to do with troubles for which he now almost always operates.

Better diagnosis, with more preventive and adequate treatment, will rob the surgeon of a high proportion of his patients, even cancer cases, according to Dr. A. F. Hurst, whose article in *Guy's Hospital Gazette* is reviewed in *The Lancet* (London).

An advance comparable to that achieved by abdominal surgery Dr. Hurst hopes for from earlier diagnosis and medical treatment of disorders of the gastro-intestinal tract. In his opinion, based on the history of gastric ulcer during the last twenty-five years—

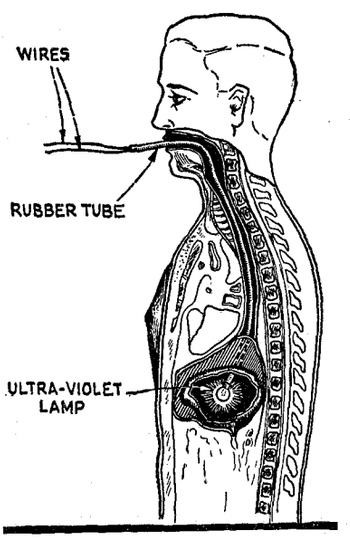
"The student of to-day will be able by the time he goes into practise to recognize the earliest symptoms suggesting the presence of an ulcer and to confirm his suspicions with the aid of the radiologist—and possibly also of the biochemist if a test-meal and the search for occult blood in the stools is beyond his own powers.

"If an ulcer is present he will give the only adequate treatment: rest in bed on a strict diet for four, five, or more weeks until all pain, tenderness, and rigidity have gone, the last trace of occult blood has disappeared, and there is no longer radiographic evidence of an active ulcer. He will then treat thoroughly all foci of infection in the mouth, throat, and nose, and will instruct the patient in the régime which he must follow for the rest of his life if he is to remain free from symptoms."

DR. HURST confidently hopes that the prevention of cancer will be in sight within twenty-five years, altho there are bound to be ulcer perforations and cases of malignant disease which must be removed. We read:

"Cancer never develops in a healthy stomach, and the care of the practitioner in preventing and treating ulcer should prevent one-fifth of all cases of carcinoma of the stomach. The remaining four-fifths have very low acidity, probably due to an antecedent chronic gastritis, which again it is the duty of the practitioner to find and treat.

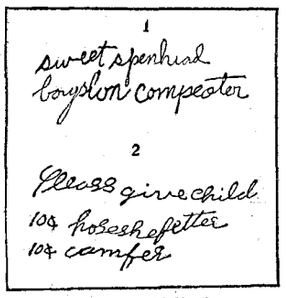
"Every case of indigestion or loss of appetite occurring for the first time in a patient over forty years of age, and not



Now the Ultra-Violet Lamp

In a quartz capsule can apply its curative rays inside the stomach.

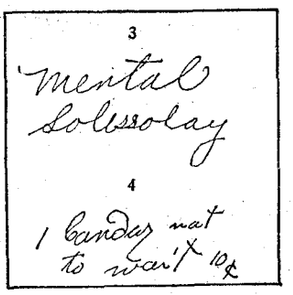
PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



Courtesy of *The Druggists' Circular*

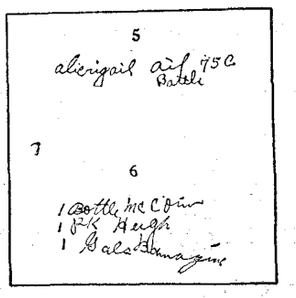
1. Sweet spirits of niter and balsam copaiba were wanted. Submitted by Nolan Pharmacy, Illinois.

2. Asafetida and camphor are the twisters here. From Golden Drug Store, New York.



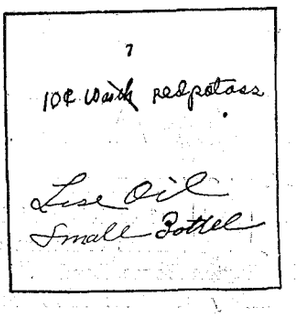
3. On this order, methyl salicylate was given. Reife's Prescription Pharmacy, New York.

4. Here is a puzzle. What was wanted was a bandage not too wide. Van Pelt Drug Store, New Jersey.



5. The customer wanted a 75-cent bottle of Agarol. Henry J. Shelton, Tennessee.

6. One bottle Mercurochrome, one package of adhesive tape, and one gauze bandage. T. A. Chisholm, Louisiana.



7. (Top) Potassium permanganate. (Lower) Lysol was supplied. Thomas W. Powell, Fort Smith, Arkansas.

A FEW OF THE "HORRIBLE EXAMPLES" THAT AGE THE DRUGGIST BEFORE HIS TIME

responding to simple treatment, demands further investigation, the general practitioner is told. Dr. Hurst also advises a test-meal a month or two after cases of acute food-poisoning and gastric influenza, to prevent chronic gastritis. Most other cases of chronic gastritis, he says, are the result of excessive cigaret-smoking, alcoholic excess—especially on an empty stomach—pyorrhea, or chronic infections of the tonsils or nasal sinuses."

INFLAMMATION of the bladder (medical cholecystitis) is common enough, but too rarely diagnosed, we read:

"Most of the cases are cured by hexamin in doses up to 300 grains a day, given with sufficient alkalis, especially if combined with 'drainage' of the gall-bladder by magnesium sulfate given before breakfast.

"If early cholecystitis be treated in this way, the future of gall-bladder surgery should be a blank page."

"Electric Eyes" to Guard Our Safety

DEVICES ARE NOW AVAILABLE that cut off fuel supply when a pilot light goes out; that ring a bell when a chimney smokes; that spring an alarm at the mere presence of a burglar; or that operate a signal when the shadow of a car or train falls on them.

These photoelectric cells, or "electric eyes," to give them a more popular name, have already been mentioned in THE DIGEST in connection with some of their simpler uses.

In *The National Safety News* (Washington) their functions as "tools for the safety engineer" are emphasized, and their services in this regard are declared by Edgar H. Felix to be practically unlimited. Writes Mr. Felix:

"The photoelectric cell is a type of vacuum-tube, the electrical output of which is proportionate to the light imprest upon it.

"Any change in light intensity is instantly reflected by a proportionate change in the cell's output. The electrical variations, into which the light-intensity changes are converted, can be magnified to any desired proportions necessary to the control of any machine or any power circuit.

"The shadow of a fly intercepting a beam of light from a pocket flash-light could be made to shut off the power-supply of an entire city.

"This simple description suggests a thousand and one possibilities. These light-response systems can be designed to give warning of any failure of their own functioning. The controlling light source can be so coupled with the power-supply that the machine will not run unless the correct illumination is reaching the sensitive element.

"The principal uses to which photoelectric cells have been put is in talking motion-pictures, facsimile telegraphy, and experimental television. All of these uses call for extremely accurate and rapid response."

THE following applications already made of light-sensitive systems give an indication of their flexibility:

"A photoelectric system has been designed which automatically cuts off the fuel supply of an oil-burner when the pilot-light goes out.

"When the smoke density in a stack reaches a predetermined value, an alarm bell sounds warning of improper fuel combustion and violation of smoke ordinances. A recording graph makes a continuous record of combustion efficiency.

"An invisible infra-red ray flashed on a vault operates a burglar-alarm system the instant that any one stands before the combination.

"A flicker of light in a darkened warehouse, whether arising from a tiny lick of flame or the flash-light of a prowler, flood-lights a building, illuminates its interior, sounds warning sirens, and notifies the police.

"A light-sensitive device makes continuous measurement of illumination and automatically supplements daylight with artificial illumination when natural illumination falls below a predetermined amount. This system has been applied in class-rooms and factories.

"The shadow of a motor-car or railroad-train intercepting daylight or a suitably focused artificial light actuates a traffic- or warning-signal. This is designed to be unaffected by normal snowfall or objects narrower than full-sized vehicles.

"At the present stage of development, the cost of photoelectric control units is still somewhat above the levels which will obtain when they are used in larger quantities. Reliable photoelectric cells are worth from $12 to $15; amplifier units and control relays, from $75 to $100. These costs are reminiscent of the early days of radio-reception, when three-element vacuum-tubes cost between $15 and $20. When their commercial possibilities are realized, light-sensitive control units will certainly be available which cost little more than the mechanical safety appliances used to protect human life and limb against the hazards of power machinery. The possibilities of the electric eye are sufficiently developed to commend themselves to the attention of the safety engineer."

Druggists' "Horrible Examples"

THOSE who think that the druggist's life is an easy one are invited to peruse the requests reproduced above for medicaments sent in to *The Druggists' Circular* (New York) as "horrible examples," by pharmacists in various parts of the Union.

These requests were all filled, altho some of them seem to the ordinary reader about as intelligible as if written in Chinese.

Evidently, a prescription clerk in a drug store must possess, besides a good knowledge of his special business, not a few of the traits ascribed to Sherlock Holmes.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

A World-Wide Gathering of Persian Art

"NOTHING LIKE IT IN THE WHOLE HISTORY of exhibitions" is the description applied to "the finest collection of Persian art," now showing at Burlington House, London.

Thirty countries have loaned their treasures, embracing several hundred museums and libraries, and some three hundred private collectors.

More than two thousand valuable and in many cases exceedingly fragile objects are on display.

The treasures lent by American owners are said to have an insured valuation of more than $5,000,000.

Impressive as these statistics may be, this glory of Persia represents nothing of the past sixty years.

Mr. Harold Nicholson, who has been connected with the British diplomatic service in Persia, and who is said to get his personality into everything he writes, injects, in the London *Evening Standard*, a fly into the ointment of British complaisance over this notable achievement:

"Huge lizards bask to-day upon the stairways of Persepolis and Pasargadae: the wild ass sniffs the thyme around the tomb of Cyrus: and Rhages the Magnificent has merged into the mud from which it rose.

"Invasion after invasion, dynasty after dynasty, have swept over Persia since the days of the Achaemenids. Even nature has altered, and where once stretched fruitful rain-bearing forests now stretch endless arid plains.

"Yet, altho Amurath might to Amurath succeed, the tradition of Iranian art remained unconquered. It persisted, sometimes as a trickle, sometimes as a river, from 550 B. C. to 1873, a period of almost two thousand five hundred years.

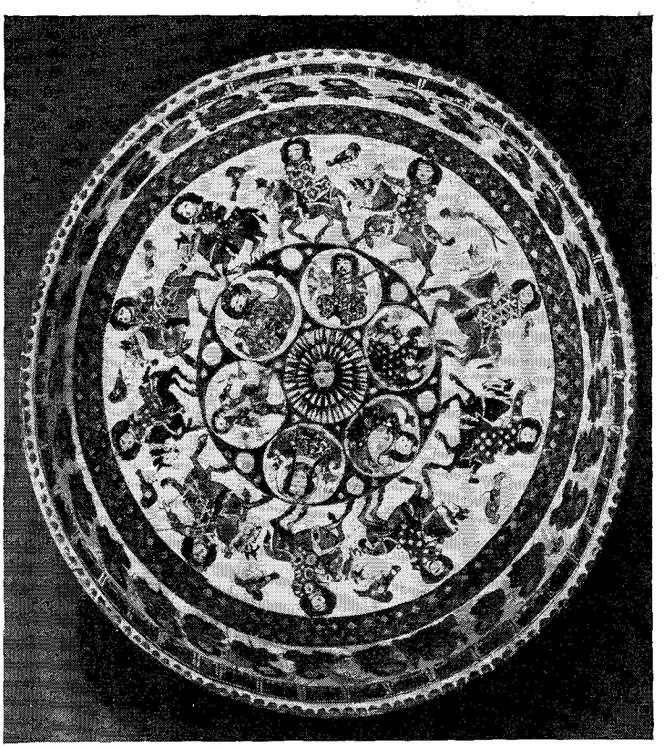
"And then, in one week-end, it was snapt by Queen Victoria.

"For until Nasr-ud-Din Shah visited Windsor, in 1873, nothing ugly had ever been produced in Persia.

"From that date the Persians lost the art of producing anything beautiful.

"I like to feel that the organizers of the exhibition which opens to-day at Burlington House are apologizing to the Pahlevi dynasty for the damage done to Persia and the Qajars by that invitation to Windsor.

"And I confess that as an apology it is the amplest I have ever witnessed."



Photographs from the American Institute for Persian Art and Archeology

One of the High Lights

A Persian pottery bowl, Rhages type, with design drawn with extreme delicacy in polychrome enamels and gold against ivory-white. Eleventh-thirteenth century. Lent by Mortimer Schiff, Esq., to the International Exhibition of Persian Art.

THE exhibition will run through to the end of February, and, tho this will be too early for the greater tide of American travel, it will afford some satisfaction to know of the rarities that may be seen on their return home here.

Mr. Nicholson tickles one's fancy by a brief general description:

"The first impression is one of astonishment.

"Those once somber walls glow and vibrate with jeweled color. Outside, the fog twirls lazily in the courtyard.

"But the rooms themselves blaze with rose, and violet, and purple—and with that unique color which has no name but which is that of the pomegranate when in flower.

"I should advise the visitor not, at his first entrance, to worry about detail. Let him pass rapidly from room to room, allowing the color-sequence, so ingeniously displayed, to break upon him.

"He will then, for probably the first time in his life, realize what is meant by Persian Art. And the word 'color' for him will assume a different meaning."

To give just a hint of the two thousand objects in the exhibition, a citation from R. H. Wilenski's article in the New York *Times* affords a survey of the contents of the Gallery of Honor:

"The center of each wall and the center of the floor are adorned with magnificent carpets of great size. On one wall hangs the sixteenth-century masterpiece signed by Ghiyath al din, lent by the Poldi-Pezzoli Museum, in Milan.

"On another hangs the so-called Vase carpet from the collection of Horace Havemeyer of New York, which was first shown in the Persian exhibition in Philadelphia in 1926, and which has subsequently been made known to the American public by loan to the Metropolitan Museum. Mr. Havemeyer's carpet, it will be recalled, was made at Joshagan Ghali, near Ispahan, in the early part of the seventeenth century, and its design has the character of tiles.

"A third and most lovely carpet of great dimensions is lent by the Islamic Museum in Berlin; on this there are animals, genii and trees on a cream ground; it dates from the sixteenth century and emanates from a synagog in Genoa.

"On the floor, hedged round with a balustrade and shrubs, and lit with a golden spotlight from above, lies the twelve-sided carpet which the Persian Government has sent from the tomb of Shah Abbas II at Qum.

"This delicate creation in silk pile on silk warp has a design of cypresses, on a pale yellow ground, radiating from the center, and a border in which salmon pink and Prussian blue are miraculously combined.

"Between the carpets in this Gallery of Honor there are cases of ceramics, each of which contains ware of a particular type and color. The cases thus make points of color-focus where the eye is caught and held by pottery groups in turquoise, lapis lazuli, green, red, and white.

"Each group as it stands seems astonishingly inevitable and right; we feel that these pots were made to be displayed in just these juxtapositions; we forget that they have come here from the four corners of the world.

"In one case, for example, there are turquoise pieces lent by the Teheran Museum, by Sam Lewisohn of New York, Mr. Armsby of California, George Eumorfopoulos, E. R. Debenham, Oscar Raphael, and H. Van den Bergh of London, Mr. Gutmann of Berlin, MM. Emile Tabbagh, Nazare-Aga, Lurcade and

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Rabenau of Paris, Gamsaragan Bey of Cairo, Dr. Hultmark of Stockholm, and the Museum of Munich.

"We find the same remarkable concentration in the ceramic displays in other parts of the exhibition. There is an outstanding group of thirteenth and fourteenth century Ray earthenware with miniature decorations which was first placed in the Gallery of Honor, and subsequently moved elsewhere to avoid overcrowding. To this group Allan Balch of Los Angeles and Messrs. Parish-Watson of New York contribute examples which are landmarks in the history of this art.

"This central gallery also contains some cases of selected miniatures and manuscripts, and much interest has been aroused by the copy of the 'Rubaiyat' of Omar Khayyam, which belonged to Fitzgerald, and was used by him for his translation of the poem."

FIFTY-EIGHT pieces of early bronze found at Luristan in western Persia, recently acquired by the Boston Museum, but never yet exhibited in America, have been loaned to the London Exhibition.

Of them Albert Franz Cochrane writes in the Boston *Transcript:*

"The Boston bronzes will doubtlessly be the focal point of archeological interest, for eventually they may throw valuable light on the origin, nature, and movement of early civilizations in Western Asia.

"Significance attaches to the bronzes, not alone because they are the earliest ever found in Persia, but because they offer remarkable parallels to Sumerian, Assyrian, Hittite, and especially Scythian and Siberian art, thereby giving rise to speculation as to the people and culture which produced them."

An Art That's Gone

Engraved bronze ewer from the collection of Mr. and Mrs. Sam A. Lewisohn of New York, lent to London Persian Exhibition.

Women Who Enshrine Valentino

NO MAN IN HISTORY, PERHAPS, ever inspired such adoration from women as did Rudolph Valentino.

Now that he is dead, they have elevated him to something like sainthood.

This observation, made by the film critic of the London *Daily Telegraph*, applies primarily to his own countrywomen, but women of other nations join in the association of which he writes:

"Three years ago his English admirers formed the Valentino Association, which now has branches in many places, ranging from Stockholm to Calcutta.

"Each year they give Christmas presents to hospitals, in Valentino's name, and the English branch organizes a season of festivity, in addition to gifts, at the Italian Hospital, London, in the work of which the dead film star was interested.

"This year elaborate plans are being made to honor his memory at the hospital. Two years ago the 'star's' admirers presented it with a beautifully laid-out roof garden, and last August they equipped and opened there the 'Valentino Ward for Children,' available for children of all nationalities.

"With the women of other countries they raised a large sum of money toward the erection of a memorial to Valentino in a Hollywood public park. This takes the form of a fountain, surmounted by a bronze figure signifying 'Aspiration.'

"Valentino's memory is kept alive in many other ways: by correspondence among the members of the association; by selling postcards, photographs, biographies of the star, and copies of his book of poems, called 'Day Dreams.'

"Some have personal souvenirs of him, which they keep in a form of shrine, constantly surrounded by fresh flowers.

"They arrange for revivals of his films everywhere, and travel incredible distances to see them, even bringing wreaths to leave in the cinema vestibule."

Chinese English Lisps Numbers

INSIDE. OUTSIDE. TOPSIDE. BOTTOMSIDE. These are the cardinal points to master in English as spoken all over the Far East to-day.

Imparting this information, Hans Jacob adds, in the *Berliner Tageblatt*, that this English has conquered the Far East. Thus, if you refer to a phonograph record in that part of the world, you say: "inside singsong girl."

Some phrases are far more subtle. Thus, a variety of meanings attaches to the statement: "He has got water topside." It might imply that he is mentally deficient or simply that he does not fully comprehend. The context or the circumstances will determine.

Examples:

"It is the same with the characterization 'big fellow.' The term lends itself to a variety of adaptations to circumstances, all of them calculated to stimulate exercise of the intellectual powers. 'Big fellow fish,' for example, applies not merely to some big fish or other in general but specifically to the shark.

"In the harbors of the Far East to this very day, especially where one's bathing place has been too casually selected, the shark every year causes the useless sacrifice of many lives. It happened that a native Chinese boatman, going from a ship at anchor to the quay, saw a European trailing a hand in the harbor waters of Singapore. The Chinaman could at first in his panic find no words to utter whatever. At last he howled: 'Big fellow fish coming, big fellow fish coming!' The hand was speedily taken out of the water and the shark was foiled.

"'Maskee' means 'maybe'—the term of the fatalist to whom 'perhaps' is not adequate. 'Kikki' means 'little.' So we need not wonder that the children of the Europeans and the Americans can exchange ideas so readily with the natives of the Far East.

"The 'highest boy,' that is, he who deals with the 'ladies and gentlemen'—meaning, thereby, the cook, the laundryman, the coolies, the scullion—(only the chauffeur is excepted)—this man at the top, the butler of the household in the Far East, the chief of those who serve (he himself doing nothing), is called 'number one.' No. 1. It is as simple as all that. We know at once where we are and what it is all about, even if the whole complicated organization in front of us is beyond the scope of our comprehension. If there be a hitch somewhere, we do not stand wasting our energies long. We turn immediately to number one.

"There is indeed a number two, a number three, a number four—it is impossible to say how high the numbers run among the rich. But for the outsider there is only number one. The term embraces as does no other the comprehensiveness of one's understanding of the Far East and its ways, its scene and its point of view. At home, as has been said, the highest boy is number one. At the office or place of business the chief of the native force is number one. At the ports—from Tsing-tau to Port Said—many who are nameless come on board ship—Chinese, Malays, Indians, Somalilanders. The captain has nothing to do with these—he deals only with number one.

"Number one is always a Chinaman.

"There is not, as in the western world, a high, a higher, and a highest—manager, general manager, assistant superintendent—there is but number one. He is self-contained, in a sense, a solid rock to stand on and to stand himself: number one.

"When, at Singapore, we went through the city and came to a magnificent park within which an exquisite home was set, the Chinese chauffeur allowed the car to go slowly by. 'This house,' he said, 'Chinese man—number one rich—oil.' We understood. No need to ask further."

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

English "Simplified" Again

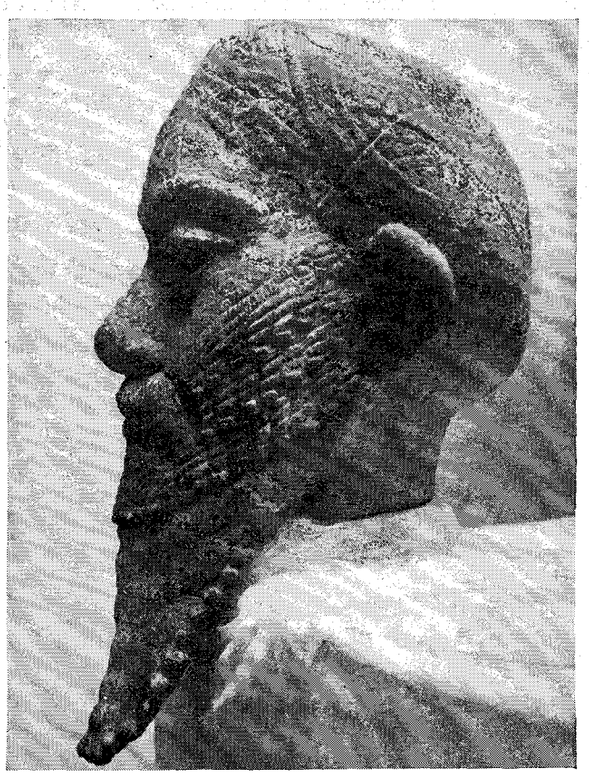
A NEW ENGLISH LANGUAGE has been launched, not, strangely enough, in any English-speaking land, but in Sweden.

It will be called "Anglic."

Upsala University is its birthplace, and Prof. R. E. Zachrisson is its parent.

It is not an artificial language like Volapük and other predecessors; but pure English with a highly simplified system of spelling. An organization called the Anglic Fund, with its seat in Upsala, has been created, and a special journal, *The Anglic Ednekœshonal Revue*, has been founded.

This we learn from a Stockholm correspondent of *The Sunday Times* (London), where further information of its purpose and character are offered:



A King of Eld in the Great Persian Art Show

Life-size bronze head of a king of the Sassanid dynasty. (A.D. 226-642.) Lent by Joseph Brummer of New York.

"'English in Easy Spelling,' and 'World English in Easy Spelling,' are the titles of two pamphlets explaining the underlying idea.

"Anglic is a drastic attempt to reach what the Simplified Spelling Society in Great Britain and the Spelling Reform Associations in the United States of America have long worked for. Professor Zachrisson, who is a specialist on middle English, points out that Thomas Smith, Queen Elizabeth's Chancellor, already in 1560 tried to reform the English spelling, and in 1580 Bullokar brought out another spelling program.

"Since then about seventy different systems have been worked out.

"The reason why they all failed was that the reformers wanted to spell English phonetically, thus causing a definite break with old English spelling traditions.

"Instead of doing this, Professor Zachrisson has examined the forty-two English sounds spelled in 500 different ways, and has been able to find out statistically which is the most frequent spelling of a certain sound.

"Thus, for instance, the sound *i* is most often spelled *ie* and this spelling, therefore, in Anglic becomes the rule for the present-day *i*, thus: Friday, Friedae; ride, ried; buy, bie; right, riet; height, hiet; fright, friet; like, liek; etc. In this way the present-day eighteen different spellings of that sound have been reduced to one.

"Some months ago the professor started five courses in English, based on his spelling system, with some groups of Swedish pupils, previously ignorant of English.

"After twenty lessons of ninety minutes each, his pupils were able to read, write, and converse fluently in English, altho their vocabulary was, of course, restricted.

"Representatives of the State School Board, present at the final examination, exprest their surprize and admiration, and it was even found that the pupils used to the new spelling had only small difficulty in reading English spelled in the usual way.

"The Anglo-Saxon spelling reform organizations, both in Great Britain and in the United States, have exprest their sympathy with the new spelling program, and an agreement was last summer signed by Prof. Daniel Jones, Prof. Walter Ripman (Great Britain), Professor Grandgent and Dr. Dewey (U. S. A.), and by Professor Zachrisson jointly to promote the spreading of Anglic instead of other spelling systems.

"Lord Cecil, Prof. Gilbert Murray, Professor Krapp (U. S. A.), and several other prominent men have declared in favor of Anglic, and affiliated societies will in a short time be formed in all civilized countries for the purpose of making Anglic the dominating universal world language."

The Cover

SHE is a lace-maker of Bruges, this intently occupied lady of the cover, sitting among her pots of flowers.

The artist, Isabel Branson Cartwright, gives us the milieu:

"This old lace-maker was painted in the *Maison Dieu*, as they call this almshouse in Bruges, Belgium. Each old woman has her little one-room, high-gabled house, built around an open court, in which they grow grass and flowers. Marie, my model, spoke no English, and I spoke no Flemish, and yet we were able to understand each other quite easily, and felt like old friends when we parted after three mornings spent in her little house. She, always busy at her pillow, making the bobbins fly, and I just as industrious with my paints and brushes, the other 'inmates' leaving their lace-making at interva's to stand back of me and keep Marie informed as to the progress of the picture."

MRS. CARTWRIGHT has a studio in Philadelphia in the winter, where she paints portraits. In the summer she paints peasants in various parts of Europe. She has spent a part of each year in Texas, where she won honors two years in succession in the contest for wild-flower paintings.

These are her honors: Gold Medal, Art Club of Philadelphia, 1906; Honorable Mention, Buffalo Society of Artists, 1920; Honorable Mention, Plastic Club of Philadelphia, 1921; Mary Smith Prize, Pennsylvania Academy of Fine Arts, 1923; San Antonio Art League—First Prize for Cotton painting.

Opera Not Dying

BOSTON refuses to believe that opera can die, rejoices in its brief season, and blesses Chicago, the giver. Note *The Transcript:*

"Dante, who could not admit the poets and philosophers of ancient Greece and Rome to the Christian heaven, assigned to them a place of abode in the other place where they were 'not wholly damned.'

"As long as Boston has the Chicago Civic Opera for a couple of blissful weeks in the winter, we are quite ready to regard the gunmen's paradise by the shores of Lake Michigan as not altogether a Hades. On the contrary, we highly commend its enterprise.

"We have heard that 'opera is dying,' but in our hearts we do not believe it.

"Time has abated its stiffness; it has added dramatic animation even to its choruses, and always there remains in human hearts a firm nucleus of the old joy.

"There is still a deeper emotion in the pour of music in conjunction with the eternal human spectacle than there is in any other form of music. We shall flock to hear 'Don Giovanni,' and no doubt even 'Trovatore,' with the old delight. Opera may change; it does not die."

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Burton Holmes photograph from Ewing Galloway

A Sodden Slum in London, Where a Night Editor Found "the Footprints of the Divine"

Finding God in the Slums

THREE NEWSPAPERMEN STUMBLED on the Thames flood of 1928, which drowned men, women, and children in their beds, and got the biggest scoop any London paper had had in years.

The night editor of that same paper visited the scene the next day, threw himself heart and soul into aiding the Salvation Army lassies in their relief work, and got a bigger story than even that given by the flood.

He found God in The Slums, and that is the name of Hugh Redwood's book (Fleming H. Revell Company) which has been read in England by King and commoner—a compelling, poignant story of the fall and rise of human souls in those loathsome areas known in all the big cities of the world. It is the story, too, of the conversion of the night editor himself, who went down into the mire and saw human beings come up clean from a degradation to which even the lowest brute never sinks.

Of all God's creatures, he learned, none sinks as low as man.

While he worked that momentous day, as never before, Mr. Redwood saw a Salvation Army captain unhesitatingly give up her clean bed to an old couple covered with slime and filth, that they might not be separated, and "as he looked, the eyes of his understanding were opened so that about him, plain to the vision on the sodden pavements of the Westminster slums, he saw the footprints of the Divine."

He never forgot that, and he never lost the path.

And yet from none of the Salvation Army workers that dreadful day did he learn more at the time than what was contained in the simple intimation, "We're slums." He learned more about them later.

Through unclocked hours they live in the centers of the slums, working, washing, sewing, nursing, bringing babies into the world, sitting with the dying, comforting the living, fighting vermin and filth, accepting all with an enthusiasm that their own chill penury never stills. And this man with an instinct for news asks:

"Could any power, short of the supernatural, seek out, from among the multitude, those whose fitness for service may be discernible to no human eye, change their whole nature and outlook on life, cause them to accept, not with resignation but with enthusiasm, the conditions which have here been summarized, give them strange new qualities of body, mind, and spirit, and make them the agents of astounding transformations in the lives of others?

"A newspaper-reading world, which discusses with such queer detachment the decline of church-going, the supposed failure of youth to realize its need of God, the very question whether God exists, may fail to grasp the significance of this thing, may well be ignorant of its happening.

"Yet such things happened, and happened repeatedly, in the world of nineteen hundred years ago. They happen to-day in obedience to the same unchanging and unchangeable law, and they are no more restricted to a particular class, caste, or sect than they were when John the Apostle was preaching the gospel of the Whosoever.

"And this, in the deliberate opinion of one who has seen and proved them for himself, is the truest and most urgent news which any newspaper of these latter days could publish to mankind."

SOME writers have cast an aura of romance over the slums, but go down into them with this journalist:

"Men are slack, brutalized, or despondent; women unsexed and degraded by drink, by vice, by cruelty suffered and by cruelty inflicted. In women and men alike ambition is seemingly dead; and altho many of them have known better circumstances, and have fallen from them through no fault of their own, they are so broken in spirit that, failing continual encouragement, they cease to struggle for the barest decencies of life.

"Beat, starve and neglect a dog or a cat, and it will at least attempt to keep itself clean.

"The human animal, on the other hand, allows itself, once a certain border line has been passed, to sink to unspeakable depths of vileness and abandonment.

"It is an open question whether the bigger problem is presented by these creatures of the abyss or by the slum-born, to whom the ordinary criteria of life are literally unknown; but it is beyond question that, in the mass, the populations of the slums constitute a grave and growing danger.

"They are a definite, insistent challenge to the politician, the hygienist, and, above all, the Christian."

ON this wild battle-front stand the posts of the Salvation Army. Religion works.

See Granny, old in the worst ways of slumland, and the little terror aged six, listed by the police as "out of control." A practised thief, and swayed by a devil in the form of a temper, he would descend upon a grocer's shop and smash all the eggs in sight.

Then came the captain, strangely drawn by this child.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

"She formed the habit of calling every evening and holding family prayers.

"She taught a congregation of thirteen, plus frequent visitors, the vesper hymn that English children have sung the world over:

Lord, keep us safe this night,
Secure from all our fears.
May angels guard us while we sleep,
Till morning light appears.

"And gradually the boy was tamed and headed off from a criminal career. It may sound like an exaggeration to talk of a criminal career at the age of six; but six in the slums is ten elsewhere, and many a slum child often is years old in depravity and petty crime.

"The egg-smasher promised to be good, and he kept his promise, making private reports weekly at the slum post regarding his spiritual condition. One hardly knows whether to laugh or cry at the thought of the little slum captain, holding assize as a sort of Big Sister Confessor, with Sin, aged six, lisping out its prayers and its promises at her knee.

"But the egg-smasher plays in the band to-day, and his brothers with him.

"They march behind their father, and their home is a Salvationist home, with all that that implies in the way of honesty, decency, and modest comfort."

AND there are other stories of these slum workers, some to chill the marrow, some to make one laugh and cry in turn—stories of the lives of whole families reshaped and renewed, of a suicide prevented while the lassie herself faced death unafraid; of the prayer of a little child: "Gentle Jesus, meek and mild, Look upon a drunkard's child," and the conversion of its father; of the power of the Gospel, of those mysterious "calls" to service, of God at work in the slums.

Peace

By Louis Ginsberg

FED by the countless bodies of the slain,
Out of the bones that crumbled into dust,
Catered to by the centuries of pain,
At last will climb the hardy flower of trust . . .
At last in every land forever freed,
Over all vanished battle-lines, will rise,
Cemented by a stronger force than greed,
Temples of peace to eavesdrop on the skies.
Nations, no longer by their own selves trapped,
Will learn how boundaries of all countries start
And end in love-degrees—how lands are mapped
Only by boundaries of the human heart;
How happy blood, that through each body sings,
Arises from the same, immortal springs.

—*The World Tomorrow, New York.*

Shall the Lash Be Restored?

CONVICTS must work for their bread and butter, even as the rest of us.

But suppose they throw down their tools and refuse to do another stroke. What then?

Georgia tried the lash, and then discarded it, after it was found to be illegal and probably inhuman. An effort to restore it by Constitutional amendment is reported by the Columbus (Ga.) *Enquirer-Sun* to have failed. Solitary confinement is being suggested as more humane and effective.

But the Macon *Telegraph* doesn't agree that the use of the lash is inherently wrong, and it recalls that when its use was forbidden, convicts "became, in many instances, absolutely defiant, and refused to work. Wardens and guards were practically powerless to make them work or to enforce any other effective discipline."

What to do then with a convict when he refuses to work? As *The Telegraph* sees it:

"To shut him up, even in solitary confinement, does not always meet the situation, and certainly it is rather expensive to have to feed and clothe him without getting any labor from him in return. His moral victory over the authorities is in itself a breakdown in the whole penal system.

"On the whole, when we look at the matter from the point of view of common sense, it seems the part of wisdom to legalize whipping under strict and enforced regulations as a punishment for rebellious convicts. Bad and revolting as whipping a human being is, it has been demonstrated that there are worse forms of correction now in use in Georgia prisons."

Religion Keeping Up with the Times

MANY MODERN PROPHETS OF Christianity are becoming common scolds.

Many of its enemies are more epigrammatic than truthful.

When all that has been said against religion is considered, many will agree with this verdict of Dr. Shailer Mathews, Dean of the Divinity School of the University of Chicago, who now tries to turn the attention of troubled souls from the liabilities of Christianity to its assets.

Christianity is by no means worn out, he tells us in *The Forum*. It has managed to adapt itself to the changed economic and social order, tho some would prefer that religion maintain itself in the intellectual as well as the ecclesiastical garb of the ancient world.

For example, writes Dr. Mathews, "the Roman Catholic Church in a modern social order is showing its ability to carry the essentials contained in its dogmas straight into the modern life through new institutional management to the new age." Here witness the activities of the Knights of Columbus, which could hardly have originated in the thirteenth century.

Protestantism, too, is also adjusting itself.

"There never was a time, for instance, when men were putting money and business methods into religious work of all sorts as at the present time." The epigrammatists might say that they are turning the church into a Rotary Club; "but if the epigram-maker would only make a study of the efforts of the Protestant bodies to face economic and social as well as intellectual problems he might have to blue-pencil some of his epigrams—unless he prefers epigrams to truth."

DETACHING himself, then, from the atmosphere of gloom in which so many of the latter-day prophets are fond of shrouding themselves, Dr. Mathews remarks that "it is simply prejudice to say that a growing variety of forms in expressing altruism and spiritual enthusiasm argues decadence. It rather argues vitality."

As Dr. Mathews sees it, Christianity is progressive. It is "a social movement which has attempted to apply the principles embodied in the life and teaching of Jesus to human affairs." So,

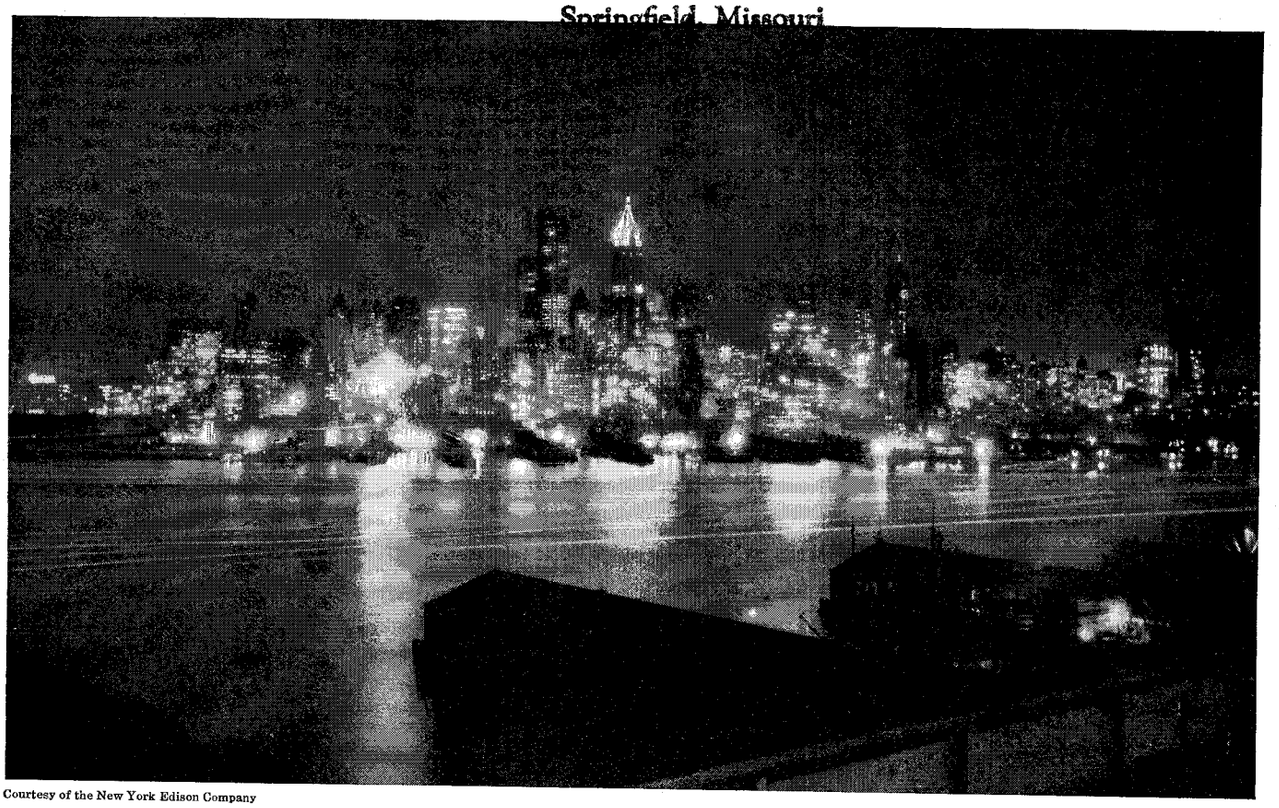
"With all its imperfections and with all its liability to human frailty, the Christian movement stands, and always has stood, for positive personal values. I do not see how any man who believes that human life is more than mechanism can avoid having sympathy with such positions.

"But then I can not see how any one who looks at a man as a whole rather than at his nerves, viscera, and glands can accept any mechanistic interpretation of the universe in which men live. With such convictions, one dares to summon men to sacrifice. For they are not comrades in doom, life is not a perverted animalism, and death is not a final futility.

"To call such convictions a philosophy of defeat or escape is utterly to misinterpret the countless men and women who have found in the symbols and doctrines that express them not merely consolation in trouble, but inspiration to help humanity appreciate its own worth and possibilities. For my own part, they seem to me a basis upon which one may confidently attempt to help his fellows. In their light, amateur pessimism is the one futility."

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

DRURY COLLEGE LIBRARY
Springfield, Missouri



Courtesy of the New York Edison Company

● Nocturne—New York . . . The Skyline of the Metropolis at Nightfall.

Build Anew and Build with Information

A Quick Reference Directory of Building Materials and Their Use in Modern Structures

TO PROVIDE a roof over one's head is a common expression of uncommon significance. From time immemorial, man's primary needs are to be fed—to be clothed—and to be housed.

Thus a fundamental urge has sponsored and developed the building industry, unexampled by any other in its growth and possibilities—in the amount of money poured into it year after year. So long as civilized man strives for a place in which to live and work, fraternize and worship, be entertained and instructed—so long will this industry continue to expand and multiply its service to the people.

Mindful that nothing can stop the building industry for any length of time in its logical and natural growth—THE LITERARY DIGEST is introducing a service in this issue, the scope of which has never been attempted by any other magazine.

It is a Building Section, and will prove of incalculable assistance to those who are planning to build now or later, who may redecorate or renovate, or install new devices to enrich the comfort and utility of home, of office, of factory.

Through these pages the reader will learn about standard roofing materials; new uses for structural steel; the possibilities of tile and terra-cotta; advanced practises in insulation; modern trends in heating—and a wealth of other intelligence of what manufacturers are doing to help increase the permanency and beauty of all types of buildings.

America is far in advance of other nations in perfecting methods and materials of building construction. The offices of many are in monumental sky-cleaving edifices; a quarter of a dollar admits us into a five-million-dollar amusement palace. We put up in a thousand-room hotel replete with refinements that comfort our stay. Our factories are architecturally planned to reduce the grind and strain of man-power, and to promote the efficiency of the worker.

Few activities so clearly reflect the trend of the times as does the building industry—the broader demands in living—the new aristocracy in taste. Craftsman, research worker, and artist, sponsored by manufacturing vision, have put their heads together—and what have you? Plumbing fixtures of graceful design and harmonious colors; building hardware that finds its inspiration from classic sources; lighting fitments that diffuse the glare to comfort the eyes; interior finishes of marble and wood of mural-like quality; paints and varnishes to carry out almost any color scheme the imagination will conjure; floor coverings that serve as the keynote for the decorative scheme of a room; heating boilers graced in period cabinets, and automatic devices which contribute in magical ways to the convenience, health, and creative comfort.

The decision to build is a result of sober and careful consideration. It carries many responsibilities—an outlay of considerable money.

There are so many products from which to choose—and those who plan to build or rebuild need diversified and authentic information on the uses and sponsorship of materials and equipment.

This is how THE LITERARY DIGEST BUILDING SECTION will serve the prospective builder. The following pages present a directory of some of the leading manufacturers and their products. Due to limitations in space we are unable to list all the manufacturers of building equipment and accessories.

Making its appearance early in 1931, this DIGEST Service has been planned to meet and to lead in the nation-wide movement for more buildings and better buildings. It will fill a definite need, and thousands of our readers will consider it of sufficient importance to preserve for future reference.

The Choice of Structural Materials

Of what shall the building be constructed?

Shall it be wood, brick, stucco, steel, concrete, stone or a combination?

Personal preference, available budgets, local building restrictions govern the selection. Whatever the choice, there is a wealth of products to satisfy every need.

Lumber and Millwork

THE advantages and uses of lumber in general, and special woods and millwork in particular, are furthered by numerous associations in this great industry.

For the user of wood every phase of lumber technology and engineering methods with the services of a technical staff is provided without obligation by the National Lumber Manufacturers Association at Washington, D. C. This association is a federation of the regional and species lumber manufacturing associations of the United States and, in part, of Canada; maintaining forestry and architectural departments; dealing with all forest and forest products; economics; statistics, etc.

Long established among widely used

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

woods for building are the various species of pine. The Southern Pine Association of New Orleans, Louisiana, is responsible for "SPA" lumber grading rules and for the dryness of Long Leaf Southern Pine. Long Leaf Yellow Pine, Inc., of New Orleans also counsels, advises, and assists in the development of grade specifications.

Arkansas Soft Pine is sawed from high quality short leaf Southern Pine, tough-fibered, non-resinous and easily workable. According to grade it is used for framing, trim, flooring and lath. Full details are obtainable from the Arkansas Soft Pine Bureau, Little Rock, Arkansas.

"Pondosa Pine" and "Idaho White Pine" are finishing woods possessing numerous advantages, while larch is the structural wood of "The Inland Empire." Numerous manufacturers are included in the membership of the Western Pine Manufacturers Association, Portland, Ore.

For many centuries Oak, "The Sovereign Wood," has remained a standard building material. As a sixteenth-century writer remarked, "houses and ships, cities and navies are built of it." In Medieval, Renaissance and Modern Architecture it has contributed versatile qualities. The Oak Service Bureau, Memphis, Tenn., part of the Hardwood Manufacturers Institute, is equipped to supply data.

Among hardwoods of decorative quality for trim, paneling built-in effects, and the like, American Gumwood is in wide favor. Red Gum, the heartwood, has a rich, reddish brown cast. Sap Gum, the sapwood, is of a creamy color. The advantages of gumwood are sponsored by the Gumwood Service Bureau of Memphis, Tennessee, of the Hardwood Manufacturers' Institute.

From trees growing in the swamplands of Louisiana is obtained Louisiana Red Cypress, "The Wood Eternal" for all structural purposes, "Pecky Cypress" being economical for exterior construction. Other products are Louisiana Red Cypress Shingles and Lath. The Louisiana Red Cypress Bureau of New Orleans supplies full information. The interests of Cypress are also furthered by the Southern Cypress Manufacturers Association of Jacksonville, Florida.

For beauty and dignity in interior woodwork and paneling few woods excel American Walnut in richness of color and variety of figure. It lends itself to a wide range of uses, including walls and paneling, carvings, trim, floors, etc. The American Walnut Manufacturers' Association, of Chicago, is prepared to furnish information.

Cherry lumber, which has low moisture absorption, resistance to heat and cold, strong durability, and natural beauty, is marketed by the Warren Ross Lumber Company of Jamestown, New York.

Redwood lumber and millwork are the output of the Pacific Lumber Company, San Francisco, Cal.

Red Cedar's use for shingles is included under our Roofing section. The qualities of this wood are promoted by the West Coast Lumbermen's Association of Seattle, Washington.

Lumber and creosoted products in great assortment comprise the output of the Long Bell Lumber Company, Kansas City, Missouri, with a nation-wide sales and distributing organization.

"Weyerhaeuser lumber" of 4 Square brand and many varieties is marketed nationally by the Weyerhaeuser Forest Products Company, St. Paul, Minnesota.

Wood Flooring of Distinction

Philippine Lavan Lumber in quartering showing "ribbon" grain, with mild, even texture and high degree of durability for interior and exterior trim, flooring, etc., is imported by the Indiana Quartered Oak Company of Long Island City, New York.

Maple, beech and birch providing a wide range of uses and color possibilities are standardized and guaranteed by the Maple Flooring Manufacturers, Manufacturers Association of Chicago. All types of Oak Flooring Mfgs. Assn. of the United States Chicago, Ill.

Distinctive Oak Flooring is manufactured by E. L. Bruce Company, Memphis, Tennessee, and Ritter Appalachian hardwood flooring, by W. M. Ritter Lumber Company, Columbus, Ohio.

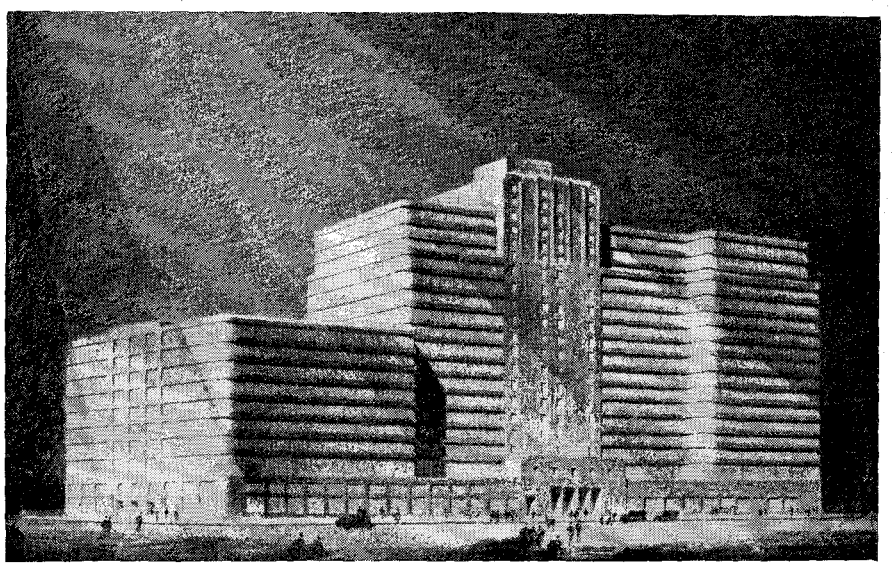
"Cellized" Oak Flooring, Inc., of Memphis includes "Cellized" Oak Floor Block, solid oak floor planks in three grades, and "Cellized" Strip Oak flooring put out under this trade-mark by six manufacturers.

Period floor designs, flooring for fireproof buildings parquetry, standard strips and blocks, thin square edge and tongued and groved hardwood floorings are products of Wood-Mosaic Co., Inc., New Albany, Ind.

Finished flooring of domestic and imported hardwoods is the specialty of the Indiana Flooring Company, New York.

"Kreolite" wood block floors for industrial buildings, etc., are manufactured by Jennison-Wright Co. of Toledo, Ohio.

West Virginia white oak, scraped, filled, varnished and moisture-protected is made by the Cromar Company of Williamsport, Pennsylvania, while parquetry, wood-block flooring is made by the Hasbrouck Flooring Company, Long Island City, N. Y., and "Bloxonend" flooring is manufactured by the Carter Bloxonend Flooring Co., Kansas City, Mo.



Starrett Brothers & Eken, Builders. Russell G. Cory, Architect

● A forty-acre warehouse, with fifteen stories of glass exterior, to be erected in the old Chelesa section of New York.

Windows, Doors and Millwork

Modern building stresses light and ventilation as never before. Capacious windows for the home or apartment are the rule. Huge expanses of glass are features of the latest designs for industrial buildings. To meet the demand for ample light and better natural ventilation there are windows in great diversity of design and material, many of their manufacturers including doors and trim in their output. We list below leading manufacturers.

Trade-marked architectural interior and exterior woodwork are products of the nine Curtis Companies, information being supplied by the Curtis Companies' Service Bureau of Clinton, Iowa.

"No Warp Veneered Doors, Patented Keystone Lock Joint," erected trim, patented "Takapart" office partitions and all varieties of millwork are products of the Hyde-Murphy Company of Ridgeway, Pennsylvania, while hardwood millwork with all varieties of interior trim are provided by the Robert Mitchell Manufacturing Co., Cincinnati, Ohio.

Reversible, pivoted, and casement window equipment is manufactured by the Williams Pivot Sash Co., Cleveland, Ohio. "Seal-Air" windows are made by the Kawneer Company of Niles, Mich.

"Red Seal Wrapped Trim," ready-cut and assembled for interior trim, windows, and doors is supplied in Arkansas pine, Douglas fir, Pondosa pine, oak, sap and red gum, birch, basswood, chestnut, cypress, poplar, and tupelo, by the C. A. Mauk Lumber Company, Seattle, Wash.

White pine window and door frames are products of the Andersen Frame Co., Bayport, Minnesota.

"Flexwood" is a new type of wood consisting of a thin sheet of choice cabinet wood mounted on fabric, and made as flexible and practical as canvas, with the rich body of walnut, mahogany, oak, Prima Vera, and manufactured by the Flexwood Company of Chicago.

"Trimount" soundproof doors and folding partitions are manufactured by the Compound and Pyrono Door Company of St. Joseph, Michigan.

Hardwood veneered doors, sanitary (flush) doors of all designs have been manufactured for the past forty years by W. D. Crooks & Sons, Williamsport, Pennsylvania, while a variety of interior and exterior veneered doors are supplied by the Carnahan Manufacturing Company of Loogootee, Indiana.

"TrimPak" cut to approximate lengths for doors and windows is the output of six lumber manufacturers; marketed by the TrimPak Corporation of New York.

"Laminex" doors built in exclusive designs from Douglas fir and Philippine hardwood by the Wheeler Osgood Company, Tacoma, Washington. "Lam Art," "Kemi Sealed" tropical and domestic hardwood doors, panels and trim are made by Cadwallader-Gibson Company, Inc., of Los Angeles.

Special doors and partitions to retard transmission of sound are specialties of the Evanston Sound-proof Door, Evanston, Ill.

"Flushwood" is the patented designation of the exclusively designed sanitary, sound-proof doors manufactured by the Morgan Woodwork Organization of Oshkosh, Wisconsin, and New York.

"Miracle," "Klimax," and "Korelock" doors in hard and soft woods are products of the Paine Lumber Company, Limited, of Oshkosh, Wisconsin.

"Roddis" flush, franch, panel and custom-built doors and "Roddis" general plywood products are made by the Roddis Lumber and Veneer Company of Marshfield, Wisconsin.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Hardwood and softwood "Radford" doors are the output of the Radford Company, Oshkosh, Wisconsin.

Stock doors, special doors and fire-resisting wood doors are offered in variety by the Hardwood Products Corporation, Neenah, Wisconsin.

Brick—Enduring, Adaptable

With diverse artistry, high strength, excellent insulation and slight depreciation brick construction provides an infinite variety of applications.

Common brick and face brick are the two varieties used in exterior construction. To quote one definition:

"Common brick has a natural surface in distinction to face brick, in which the face is roughened or otherwise treated to produce special effects in texture or color."

Common Brick

Common brick is obtainable in a variety of colors and surface textures. The historic development, modern application, and economics of brick construction are set forth in a series of attractive booklets published by the Common Brick Manufacturers' Association of America, Cleveland, Ohio, including among others, "Mud—Its Romantic History," "Brick Engineering," "Contemporary Detail in Common Brick," "Brick—How to Build and Estimate," "Spanish Homes," "Beautiful Homes," "Homes of Lasting Charm." Each member of the association whose brick qualifies to the association's standards is permitted to use the association's emblem.

Face Brick

Rich and softly blended colors and attractive textures characterize face brick. The American Face Brick Association, 130 N. Wells St., Chicago, formed in 1912, is engaged in promotion of this product and issues helpful and instructive literature.

"Tapestry," "Fiske," and "Caledonian" are the trade names of a wide selection of face brick manufactured by Fiske & Company, Inc., of Boston.

"Greendale" face brick for all types of construction are products of the Greendale Brick Company of Logan, Ohio.

"Hy-Tex Brick" including face, enamel, salt glaze, common, paving, brick mosaics, tile, etc., are made and distributed by the Hydraulic-Press Brick Company of St. Louis.

"Metro All-Purpose Face Brick" for building, paving, etc., and tile are manufactured by the Metropolitan Paving Brick Company, Canton, Ohio.

"Somers," variables, reds, colonials, dull-finish black headers for facing and common building brick are made by the Somers Brick Company, Atlantic City, New Jersey, and "Stark Salt Glazed Brick," by the Stark Brick Company, Canton, Ohio, face and common brick and also made by the Wyandot Clay Products Company, Upper Sandusky Ohio.

Enameled and porcelain brick, white, mottled and in standard colors are manufactured by the American Enameled Brick & Tile Company of New York, under the trade-mark "Am-en."

Structural Steel and Other Metals

While the use of steel for joists, beams, plates, trusses, lath, and the like for building purposes has been long standardized this material is now being applied to numerous new methods of construction.

The American Institute of Steel Construction of 200 Madison Ave., New York, serves as a clearing house for technical and economic information on structural steel, offering full and free cooperation in the use of such data to architects, engineers, and all others interested. Through extensive test and research the association aims to establish full facts regarding steel in relation to every type of construction. Numerous publications are available.

The National Association of Flat Rolled Steel Manufacturers of Cleveland through its Trade Research Division also provides data on every form of steel used in building.

All forms of structural steel are fabricated by the great United States Steel Corporation, New York, its numerous subsidiary companies, Pennsylvania, and by the Bethlehem Steel Company of Bethlehem, Pennsylvania. Among other manufacturers of steel are:

"Type Steel" joists and other steel building products are included in the output of the Truscon Steel Company of Youngstown, Ohio.

The American Sheet & Tin Plate Company of Pittsburgh, Pennsylvania, is a leader in manufacturing metal building materials including: Keystone Copper Steel, American Quality Black and Galvanized Sheets, Special Sheets, Tin and Terne Plates, etc.

Toncan and Enduro, alloy steels, are products of the Republic Steel Corp., Youngstown, Ohio.

Numerous metal alloys are among the output of the International Nickel Company, New York, and also the Alleghany Steel Company, Brackenridge, Pennsylvania.

"Alcoa" Aluminum is produced by the Aluminum Company of America, Pittsburgh, Pennsylvania, while stainless steel is the output of the American Stainless Steel Company of Pittsburgh, Pennsylvania. Certain patents are controlled by the Chemical Foundation, Inc., New York, on chrome nickel steel alloys. Architect Bronze is produced by the General Bronze Corporation, Long Island City, New York, and the Michaels Art Bronze Company, Covington, Kentucky.

By Ewing Galloway, New York

● THE EIGHTY-FIVE STORY EMPIRE STATE BUILDING

A striking photograph of the world's tallest building, now nearing completion in New York. The Anchorage for dirigibles tops the skyscraper.

New Principles in Large Construction

Blazing the way for new methods in construction of industrial and other large buildings are notable structures recently erected by well-known corporations.

In an editorial article, under the title, "Setting New Styles," "The Engineering News Record" says of these new trends:

"The importance which modern industry attaches to research is nowhere better exemplified than in the splendid buildings that are being provided to house the research staffs. As might be expected, many of these structures give expression in their design and construction to the imaginative, progressive thinking that their existence symbolizes. At East Pittsburgh the new general engineering laboratory of Westinghouse, utilizing a completely welded steel frame of eleven stories, is an outstanding expression of a modern development. At New Kensington, Pennsylvania, the striking façade of the Aluminum Company's research laboratory is emblematic of a

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

modern architectural effect made possible by the use of aluminum of spandrels, copings and decoration generally. The latest and most thought-provoking structure to be dedicated to industrial research is the building just completed in Milwaukee by the A. O. Smith Corporation. A leader in the drive toward mechanization of manufacturing processes, this organization has here blazed some new trails for structural engineers to explore. Built for a single purpose, the new research building embodies innovations which may not seem to have much application in the general building field, where a wide diversity of possible uses must be considered. But at least the omission of interior columns is something to consider, and the utilization of hollow columns and girders as pipe and conduit shafts similarly commands attention. The use of dust-tight windows nearly a full story in height and of forced ventilation is a valiant attempt to find satisfactory solutions of a general problem. Lightweight steel-plate floors with concrete or wood-block wearing surfaces constitute another feature of interest."

Other departures from precedent and adoption of new principles, especially in all-steel construction, are thus described in a recent article in "Steel."

"The Travel and Transport Building being erected now in Chicago for the next World's Fair is a good expression of the modern trend. This structure is being erected entirely of steel without windows. Ventilation and lighting are controlled mechanically, offering possibilities of more perfect internal conditions. The General Electric Company soon will start construction of a building at its Pittsfield, Massachusetts plant, in which the accepted materials of brick and timber will be eliminated, glass and steel alone being used for its construction. Another of these unusual buildings, erected by the Worcester Pressed Steel Company, Worcester, Massachusetts, using only glass and steel, has proved very successful."

Steel-Framed Homes

Steel, which long has framed the skyscraper factory and public buildings is now being adapted to construction of minor structures, notably modern homes, garages, stores, filling-stations, and the like.

Actual experience with residences having steel frames has demonstrated, according to a leading manufacturer, the following advantages:

"Absolute freedom from plaster cracks and injury to decorations; entire confidence in their fire safety; remarkable rigidity and sound-proofness; unusual acoustical qualities improving the sound of musical instruments, radio and voices; low heating cost due to the extreme weather-tightness and insulating qualities of walls and roof; assurance of safety against lightning; and negligible maintenance and upkeep costs."

Steel is supplied with no limit to the architectural possibilities. The home-builder may plan the small or large home without restrictions.

Quoting from an article in "Steel," "Walter Bates Steel Corporation, Gary, Indiana; the McKay Structural Steel Company, Cleveland; Colorado Fuel and Iron Company, Denver, holder of a McKay license, and other fabricators are concentrating on a broadening plan of merchandising their products.

"The steel fabricator attacking this problem on the broadest basis, however, that of educating the builder and purchaser nationally, is the Steel Frame House Company, subsidiary of the McClintic-Marshall Company, Pittsburgh."

Other products of this company include Mac-Mar steel stud partitions for fireproof buildings; Mac-Mar standardized steel garages; Mac-Mar junior trusses (steel joists); Mac-Mar steel-frame cottages, and Mac-Mar poster panels.

Stone for Building

Always will the various kinds of stone contribute to the stability, endurance and beauty of building structures.

"Granite has exceptional strength and durability, is practically non-absorbent, and indefinitely withstands exposure to climate and weather," says the National Building Granite Quarries Association of Boston. "It is available in a wide range of colors and textures, and has inherent beauty and character, to be found in few other materials."

The association includes leading producers of rough, drest and polished granite for building purposes, and publish a booklet entitled "Architectural Granite" and a series of plates "Studies in Granite."

Indiana Limestone is a natural stone even-textured, non-crystalline, of soft color tones, ranging from grayish buff to silver and medium tone gray, found in the hills of southern Indiana.

The Indiana Limestone Company is an organization to serve the users of Indiana Limestone, operating twenty-four concerns and publishing a booklet "Volume One of the Indiana Limestone Library," describing this stone and its structural qualities.

Marble in exterior and interior construction is outstanding for its diversity, endurance and distinctiveness.

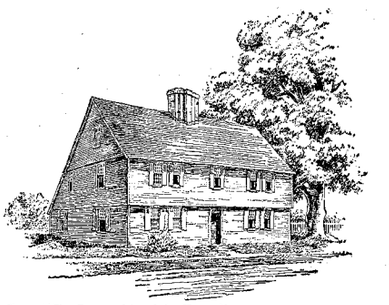
The National Association of Marble Dealers, Cleveland, Ohio, is an organization representing seventy leading manufacturers and design to enlarge the use and promote the sale of marble. Among the attractive publications issued by this association are: The monthly magazine entitled *Through the Ages*, a portfolio entitled "Everyday Uses of Marble," and a set of four books entitled "Marble in House and Garden," "Marble in Commercial Buildings," "Marble in Civic Structures," "Marble in Semi-Public Buildings."

Courtesy—Barron Callon

SUBURBAN NEW YORK CITY HOUSE
Architecturally after the manner of Elizabethan England and Provincial France. Lawrence M. Elliott, Architect.

Terra Cotta Products

Terra-Cotta is applicable to a large variety of uses in modern building including among others façades, interior sidewalls and ceilings, exterior and interior construction with masonry, steel and reinforced frames, etc. The National Terra Cotta Society of New York, founded in 1912, is a bureau maintained by manufacturers for artistic improvement, information to builders and maintenance of standards.



From "The Personality of the House"

Old House in Guilford

"Atlantic Terra Cotta" for a diversity of uses is manufactured by the Atlantic Terra Cotta Company, of New York, while Architectural Terra Cotta is the output of the Conkling-Armstrong Terra Cotta Company, Philadelphia, and the Corning Terra Cotta Company, Inc., of Corning, New York.

For exterior and interior uses the Federal Seaboard Terra Cotta Company, N. Y., and for chimney pots, pottery, garden benches, etc., the Galloway Terra Cotta Company of Philadelphia offer a wide selection.

Ornamental and structural burnt-clay products including terra-cotta, face, enameled and glazed brick, hollow tile, etc., are products of O. W. Ketcham, Philadelphia, and a varied line of Terra Cotta products is offered by the New York Architectural Terra Cotta Company of Long Island City, New York.

Hollow Tile

Besides the foregoing manufacturers of terra-cotta products, numerous firms specialize on hollow building tile, including the National Fireproofing Company of Pittsburgh, Pennsylvania, who manufacture a complete line of hollow building tile under the "Natco" trade-mark.

Denison load-bearing tile is manufactured by the American Tile Engineering Company of Mason City, Iowa. Hollow tile fireproofing and lidded pipe are products of P. Bannon Pipe Company of Louisville, Kentucky.

The "Heath Cube System of Construction," with numerous licensed producers and distributers is sponsored by The Heath Cube Service, Incorporated, Minneapolis, a service organization maintained in the interest of this hollow-tile system.

"Raritile" is the trade name of the hollow-tile products of the Raritan Hollow Tile Corporation of New York. Hollow tile, glazed building blocks and radial chimney brick are made by the Whitacre-Greer Fireproofing Company of Waynesburg, Ohio.

Gypsum partition and furring tile is manufactured by the Certain-teed Products Corporation, New York, and the United States Gypsum Company, Chicago. Cinder concrete foundation and wall-bearing blocks, partition tile, etc., are among the output of the eighty-two manufacturers operating under the Straub and Bo patents, owned by the National Building Units Corporation of Philadelphia.

Tiles for Floors and Walls

Tiles for floors and walls combine endurance and a wide range of decorative possibilities. The different classes of tiles are designated as follows: Ceramic Mozaic

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

in unglazed (90 per cent.), bright, dull, matt glazed; Faience mosaic, plastic mosaic, bright white glazed wall tile, dull and matt-glazed tiles, enamels, vitreous tiles in both glazed and unglazed, semi-vitrous with the same surfaces, Faience tiles, and quarry tiles. The Associated Tile Manufacturers, 420 Lexington Ave., New York, representing eighteen manufacturers and producing about 90 per cent. of the tile output, maintain an architectural department equipped to supply all information on tiles and their use, and publish a book entitled "The Basic Specification for Tilework."

Cement Building Products

"Linked intimately with the construction of buildings from ancient times, the history of concrete comes down to the present day in the form of a constantly widening record for durabilty," to quote from a booklet issued by the Portland Cement Association.

The function of this national organization is to improve and extend the uses of concrete, a service association of manufacturers of portland cement for the benefit of users and prospective users. With headquarters in Chicago district offices are maintained in thirty-two other cities. As the association further says:

"Concrete block and tile were once made according to purest guesswork; they are now manufactured under carefully controlled limitations which yield uniform quality. Stucco has been standardized and specifications designed to insure permanence and a better realization of the architect's plan.

"Cut cast stone and concrete architectural units are now made according to voluntarily assumed minimum specifications, and the association was the main instrument through which this agreement was reached."

Among the publications of the association are "Concrete in Architecture"; "Beautiful Homes of Concrete"; "Concrete Masonry Construction"; "Portland Cement Stucco"; "Concrete Improvements Around the Home"; "Standard Specifications and Tests."

Portland Cement is now manufactured in 159 plants producing a total of almost 170,650,000 barrels.

Forty-eight per cent. of this huge output of cement is used for structural concrete in commercial, industrial and private buildings; in farm structures and for black, tile, brick, cast stone, and stucco products.

Ninety-five operating companies such as Universal Atlas Cement Company of Chicago, Ill.; Alpha Portland Cement Company, Easton, Pennsylvania; Lehigh Portland Cement Company, Allentown, Pennsylvania; Medusa Portland Cement Company of Cleveland, Ohio, and others are engaged in this great industry, and full information regarding them and their special brands may be obtained from the Association.

Masonry cement is also manufactured by numerous concerns, including such products as the Century Cement Corporation of Rosendale, New York; the Carney Company, of Mankato, Minnesota, and others.

Steel-Concrete Reinforcement Products

Triangle mesh and electrically welded wire fabric for concrete reinforcement in variety is manufactured by the American Steel and Wire Company of Chicago.

For the reinforcement of concrete construction numerous manufacturers provide a large selection of products.

Reinforcing steel bars, spiral-column reinforcement, bar spacers, electric-welded fabric, metal lath, cold rolled channels, Baker shores and Baker removable wood joist forms are supplied by Hugh J. Baker & Company of Indianapolis. Berloy floor cores, floor core-end caps, metal ceilings and building materials are products of the Berger Manufacturing Company, Canton, Ohio.

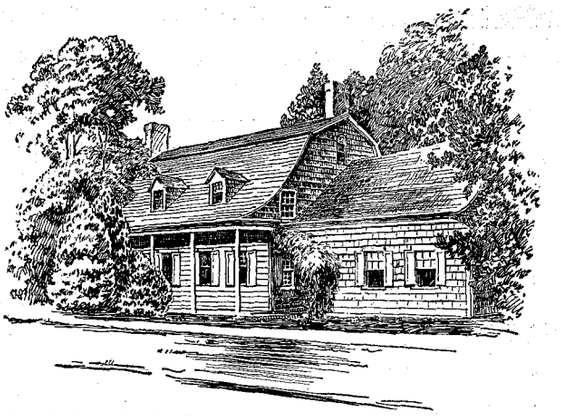
Blaw-Knox removable steel forms are distributed by the Building Products Company, Toledo, Ohio. "Ceco" reinforcing bars; "Myer" removable flange-type and adjustable steel forms for concrete joist and floor construction; "Ceco" expanded metal lath; "Ceconomy" rib lath and hookhangers and other "Ceco" products are specialties of the Concrete Engineering Co., Chicago.

"Bar-Ton-Bar" for reinforcing; angles, bars, flats and shapes, Barton pans, Barton jumbo pans, metal lath and concrete reinforcing accessories are made by the Barton Steel Company (Barton-Spider-Web System, Inc.) of Chicago. A variety of products for reinforcement are offered by Concrete Clip and Wire Company, New York, and by the Concrete Steel Company, also of New York.

"Steelcrete" expanded metal for construction of armored vaults, "Steelcrete" metal lath and other concrete reinforcement materials are products of The Consolidated Expanded Metal Companies of Wheeling, West Virginia. "J. and L." reinforcing bars, structural shapes, structural work, trusses, girders, beams, etc., are manufactured by Jones and Laughlin Steel Corporation, Pittsburgh, Pennsylvania.

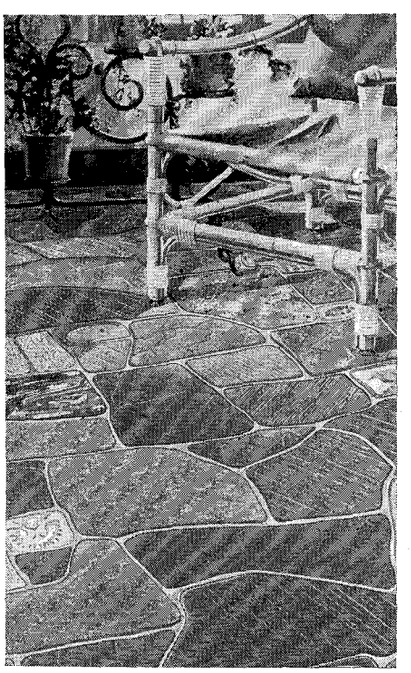
A complete line of permanent building products, including concrete reinforcements and forms, are represented in the output of Truscon Steel Company of Youngstown, Ohio—reinforcing steel, metal lath, steel sash, etc., are manufactured by Joseph T. Ryerson & Son., Inc., of Chicago, and electrically welded wire fabric for concrete reinforcement and metal lath by Wickwire Spencer Steel Company of New York.

Stucco reinforcement, metal lath, etc., are made by the Youngstown Pressed Steel Company of Warren, Ohio. "Steeltex" for concrete floors and roofs is a product of the National Steel Fabric Company, Pittsburgh. "Netmesh" metal lath and other metal building specialties form the output of the Milwaukee Corrugating Company, and reinforcing metal lath, stucco base, etc., are manufactured by the Northwestern Expanded Metal Company.



From "The Personality of the House"

● Dutch Colonial House.



Courtesy of the Armstrong Cork Company

● An example of a linoleum pattern, conveying the feeling of an age-old, hand-laid floor.

Lime for Enduring Mortar

The correct use of lime in mortar prevents efflorescence, gives the mixture waterproofing qualities, adds to its toughness, adhesiveness and elasticity. All these and other advantages of lime come under the sphere of the National Lime Association of Washington, D. C., an organization of leading lime manufacturers formed to encourage a better appreciation of the economic value of lime in all its uses. A new publication of the association is entitled "Mortars and Masonry," which contains helpful information for architects, building engineers and contractors. The Finishing Lime Association of Toledo, Ohio, includes six manufacturers of lime.

Waterproofing, Hardening, Coloring

We give below some of the many products for increasing the efficiency and beauty of concrete.

Adensite Company, Inc., New York, "Adensite" (hardener), "Adaflint" (hardener); "Purtone" (coloring).
Asphalt Products Company, Inc., Syracuse, New York, "Hydro-Proof" Waterproofing products.
Caffall-Cornman Corporation, New York Waterproofing and Damp-proofing Engineers.
Phillip Carey Company, Cincinnati, Ohio, Waterproofing and Damp-proofing Materials.
Celite Products Company, New York, Chicago, Lost Angeles, "Filter-Cel," "Super-Cel," "Si-o-Cel," "Celine," for better concrete.
Johns-Manville Corporation, New York, Waterproofing, Damp-proofing.
National Waterproofing Company, Boston, Waterproofing, Engineers, Contractors.
The Obelisk Waterproofing Company, New York, "Caffall Process" Preservation.
Solvay Sales Corporation, New York, Alkalies and Chemical Products.
L. Sonneborn Sons, Inc., New York, Floor Treatments, Waterproofing Products, Paints.
Toch Brothers, New York, Technical Paints and Waterproofing Compounds.
The Truscon Laboratories, Detroit, Integral Waterproofings, Floor Hardeners.

Fabricated Buildings

Fabricated Industrial Buildings, including in some cases erection and equipment, are obtainable from numerous concerns, among them the following:

The Austin Company, Cleveland, Ohio; Blaw-Knox Company, Pittsburgh, Pennsylvania; Edwards Mfg. Company, Cincinnati, Ohio; The H. K. Ferguson Company, Cleveland, Ohio; International Derrick & Equipment Company, Columbus, Ohio; Martin Steel Products Company, Mansfield, Ohio; McClintic Marshall Company, Pittsburgh, Pennsylvania; Truscon Steel Company, Youngstown, Ohio; United Engineers & Constructors, Inc., Philadelphia, Pa.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Building Insulation

Scientific practise makes possible a greater conservation of interior warmth in winter and the shielding of rooms from summer heat. Thus economy and comfort result from adequate insulation. Present-day specifications demand it be given careful attention in new construction while its application to deficient existing structures is highly beneficial.

"A thermal insulator," says the United States Bureau of Standards' circular No. 376, devoted to this subject, "is essentially a material having a large percentage of relatively small voids containing air.

"Commercial insulating materials can be divided into two general groups—(1) fibrous materials either in loose form or fabricated into soft flexible quilts confined between relatively thin layers of paper or textile, and (2) more or less rigid boards in which the components are bonded together in some way.

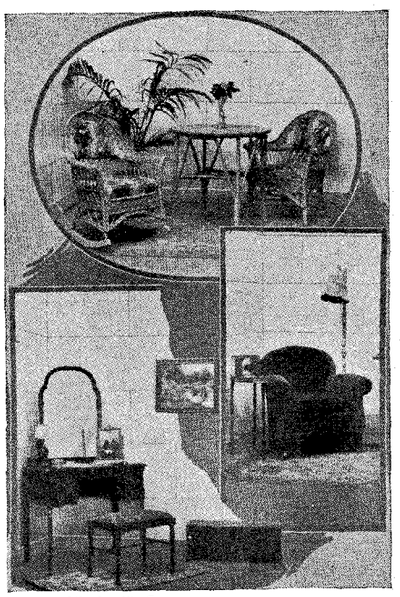
"Heavy wall boards containing plaster in one form or another are relatively poor insulators, altho they are very useful building materials, and like building paper, may be valuable in reducing infiltration of air through an otherwise porous wall. . . .

"From the point of view of insulation only, the most important question is the thickness of insulating material to be applied, rather than what material to select, provided the choice is restricted to the class of cellular or fibrous materials."

In the Bureau of Standards' chart showing the general insulating values of various insulation the following appear in the order of their effectiveness: Loose or Quilted Fibrous Materials; Corkboard; Fibrous Insulating Board; Compressed Compo Boards; Soft Wood—30 pounds per cubic foot; Hard Wood—45 pounds per cubic foot; Plaster Boards in layers; Heavy Building Materials—Masonry, Concrete, 15 to 30 inches thick.

The fuel economies effected by insulation are illustrated by the Bureau of Standards in the following comparative figures based upon average insulating materials.

In a dwelling without insulation but weather-stript the fuel saving ranges from 15 per cent. to 20 per cent.



Courtesy of the Insulite Company

● **Showing the use of an insulating board of tile design in the modern interior.**

In a dwelling with ½-inch insulation and weather strips the fuel saving is about 40 per cent.

Loose Substances and Fabrics for Insulation

"Greater Home Comfort" is the motto the Johns-Manville Company, New York, applies to its "J-M Home Insulation, a finely spun rock of wool-like appearance which encloses millions of tiny air cells" resisting the passage of heat. This material is blown by strong air-pressure between walls and partitions, and under roofs in both new and old houses.

"United States Mineral Wool" is a combination of silicate of magnesia, lime, alumina, potash, and soda produced by the United States Mineral Wool Company of New York. It is packed between floors, behind walls, and between rafters and sheathing in order to make the building "heat-proof, cold-proof, fire-proof, sound-proof, and vermin-proof," quoting statements of the manufacturers.

"Gimco Rock Wool" in natural state or granulated into small fluffy balls and "Gimco Homefelt," commercial rock wool felted between waterproof paper are low heat conductivity products of the General Insulating & Mfg. Company Alexandria, Indiana.

"Thermofill," a flaky gypsum material manufactured by the United States Gypsum Company of Chicago, is poured dry into spaces requiring insulation in both new and old buildings.

"Pyrocoat" is a woolly rock fiber, each particle a tiny air-cell or tube, treated to make it firm and settle proof, applied dry to floor, wall, roof spaces; made by Mineral Felt Insulating Company, Toledo, Ohio.

"Upson Blue-Stripe Insulation," a product of six years' study, is a combination of light, elastic, vegetable hair or fiber, ¾ inch thick, between liners of heavy craft paper, waterproofed outside, edges designed to permit easy flanging. It is applied within wall or roof midway the depth of studs, joists or rafters, giving a two-air space construction. These two-air spaces of themselves give nearly 50 per cent. added insulating value to the material used. It is manufactured by The Upson Company of Lockport, New York, makers of "Upson Board" and "Upson Fiber Tile."

Double or triple ply "Cabot's Quilt," made by Samuel Cabot Incorporated of Boston, is a matting which contains, according to the makers, "thousands of small air spaces in which the air lies still and dead, because these spaces are irregular in shape, and the air can not circulate and conduct heat. This construction also breaks up and absorbs sound-waves."

Balsam Wool Insulation Blankets, incorporating eight new improvements, are manufactured by the Wood Conversion Company of Cloquet, Minnesota, who also are makers of "Nu-Wood," an all-wood insulating wallboard and lath.

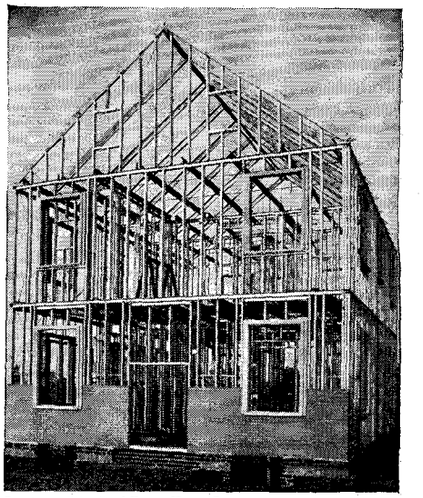
"Weatherwood," an insulating board manufactured by the Weatherwood Company, Chicago, a subsidiary of the U. S. Gypsum Company, is fabricated from hardwood.

Rigid or Semi-Rigid Materials

"Armstrong's Corkboard," for walls and roofs, manufactured for the past twenty-six years by the Armstrong Cork and Insulation Company of Lancaster, Pa., is made entirely of cork, comprest in metal molds and baked. Its minutely divided motionless air particles give it low thermal conductivity.

Descriptive booklets of Armstrong Corkboard for insulation include: "Cork, Its Origin and Uses," "The Insulation of Roofs with Armstrong's Corkboard," "The Insulation of Textile Mill Roofs," "The Insulation of Roofs to Prevent Condensation," and "Industrial Applications of Cork."

"Celotex" insulating cane board, manufactured by the Celotex Company of Chicago, is fabricated by felting or weaving strong cane fibers into boards. "It combines high thermal insulating value with considerable structural strength." Among Celotex booklets are: "Celotex Cane Fiber Insulation," "New Homes for Old," "Application of Celotex Standard Building Board and Celotex Lath," "Insulating Farm Buildings with Celotex," and booklets on the quieting of noise and improvement in acoustics through "Acousti-Celotex."



Courtesy of the Steel Frame House Company

● **A Steel-Frame House in Process of Construction.**

Cork insulated slabs, encased on all sides with impervious concrete, are a specialty of the Federal Cement Tile Company of Chicago.

"Novoid Corkboard Insulation," for cold rooms, refrigerators and roof insulation; "Novoid" cork covering for refrigerated lines, tanks, etc.; "Rubbercork," a plastic insulation for cold fittings, and "Novoid" cork floor tile are specialties of the Cork Import Corporation of New York.

"Crescent 100 per cent. Pure Corkboard" granulated and regranulated cork, "Crescent Cork Tile Floors," "Crescent Cork Brick Floors," and other cork products are produced by United Cork Companies of Lyndhurst, New Jersey.

"Flax-li-num," a product of the Flax-li-num Insulating Company of St. Paul, Minnesota, is a special insulating fabric supplied in rolls of ½-inch or 1-inch thickness, to be slipt between the studs and held permanently in place by binding strips.

A stucco wallboard is manufactured by the Bishopric Products Company, Cincinnati, Ohio.

"Insulite" is a cellular, wood-fiber, rigid, insulating board, ½ inch thick for sheathing directly to studding, or as a wall-board, while double thick it is used as a plaster base. Among the publications of The Insulite Company, of Minneapolis, Minnesota, its makers, are "Increasing Home Enjoyment," "Building Farm Profits with Insulite," "Acoustics," etc.

"Masonite" structural insulation is a product of 100 per cent. wood fiber obtained by exploding wood chips with high-pressure steam, and supplied in sheets seven-sixteenth of an inch thickness by the Masonite Corporation of Chicago.

Maizewood is a board consisting of felted fibers of mature cornstalks seven-sixteenths of an inch thick, one surface finished with a burlap-like texture, the other finished smooth and manufactured by the National Cornstalk Processes, Inc., of Chicago.

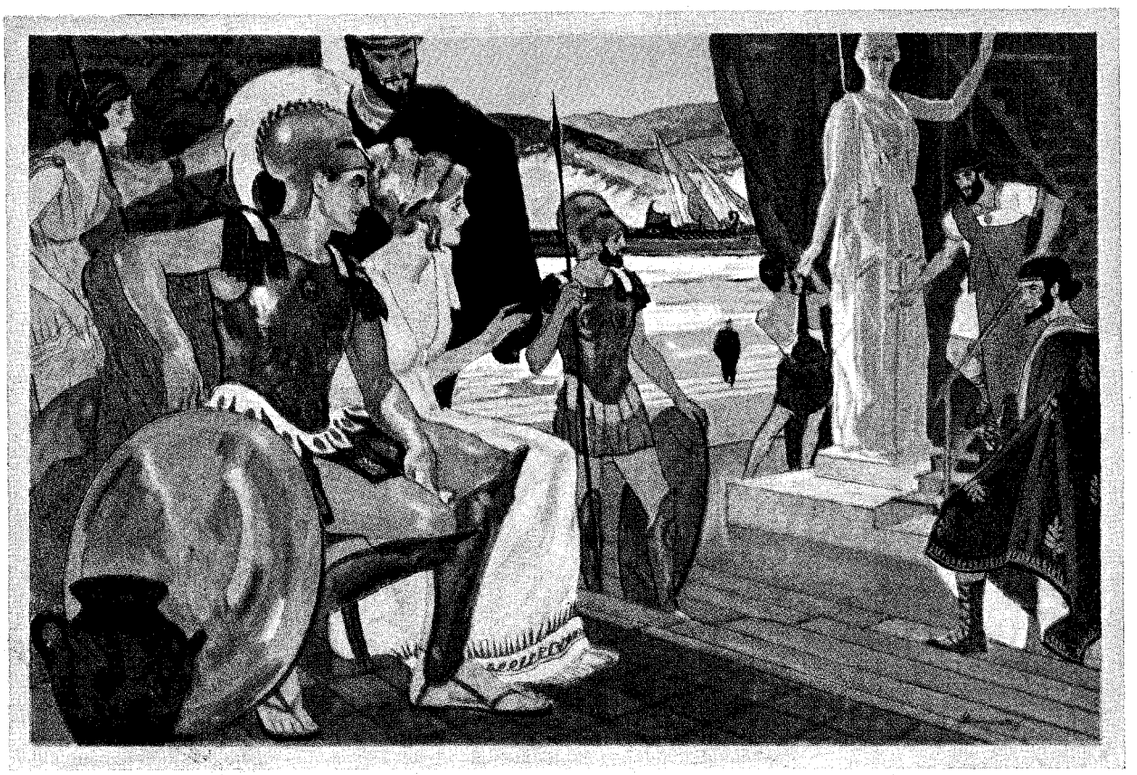
Insulation, sheathing, plaster base and sound deadening are combined in "Maftex," the four-in-one board made from the tough roots of licorice, by MacAndrews and Forbes Company of New York. The same

(*Continued on page 33*)

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

For a Discriminating Clientele

Phidias was the master sculptor of ancient Greece. His finest work was done under the patronage of Pericles, the great Athenian statesman who fostered the artistic activity of that golden age. Today, fine work in any field enjoys a far wider appreciation



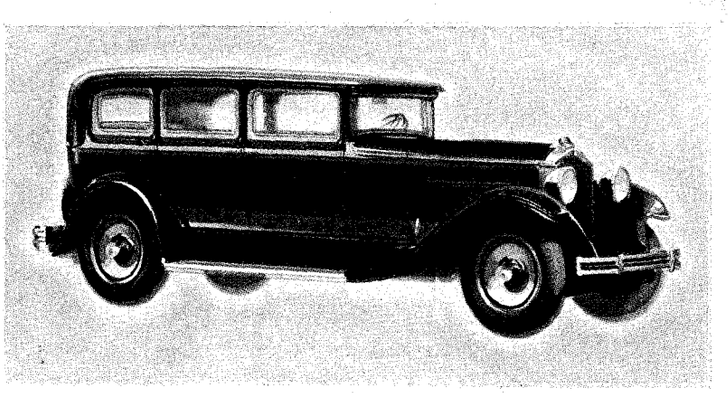
The Packard Seven-Passenger Sedan is well suited for the large family. It is spacious, uncrowded, even when seven are carried. The occasional seats are as easy riding and comfortable as any of the others.

The Packard Standard Eight costs no more to own than any other car of like power and size. To put it the most direct way, you are paying for a Packard when you drive any similar sized car, no matter how much lower its first price. So why not *have* the Packard?

Depreciation is the major cost of car ownership. It is the natural loss of value a car suffers through the years. And it is no greater for the Packard than for the shorter-lived car, for the Packard is kept and driven much longer. Most Packard owners keep their cars nearly twice as long as the lower-priced ones they traded in. Everyone knows that day to day operating costs are no less for such cars.

Packard dealers will gladly support this reasoning with actual figures. Luxurious Packard transportation is *not* an extravagance. It is a most sensible investment in quality, comfort and long life.

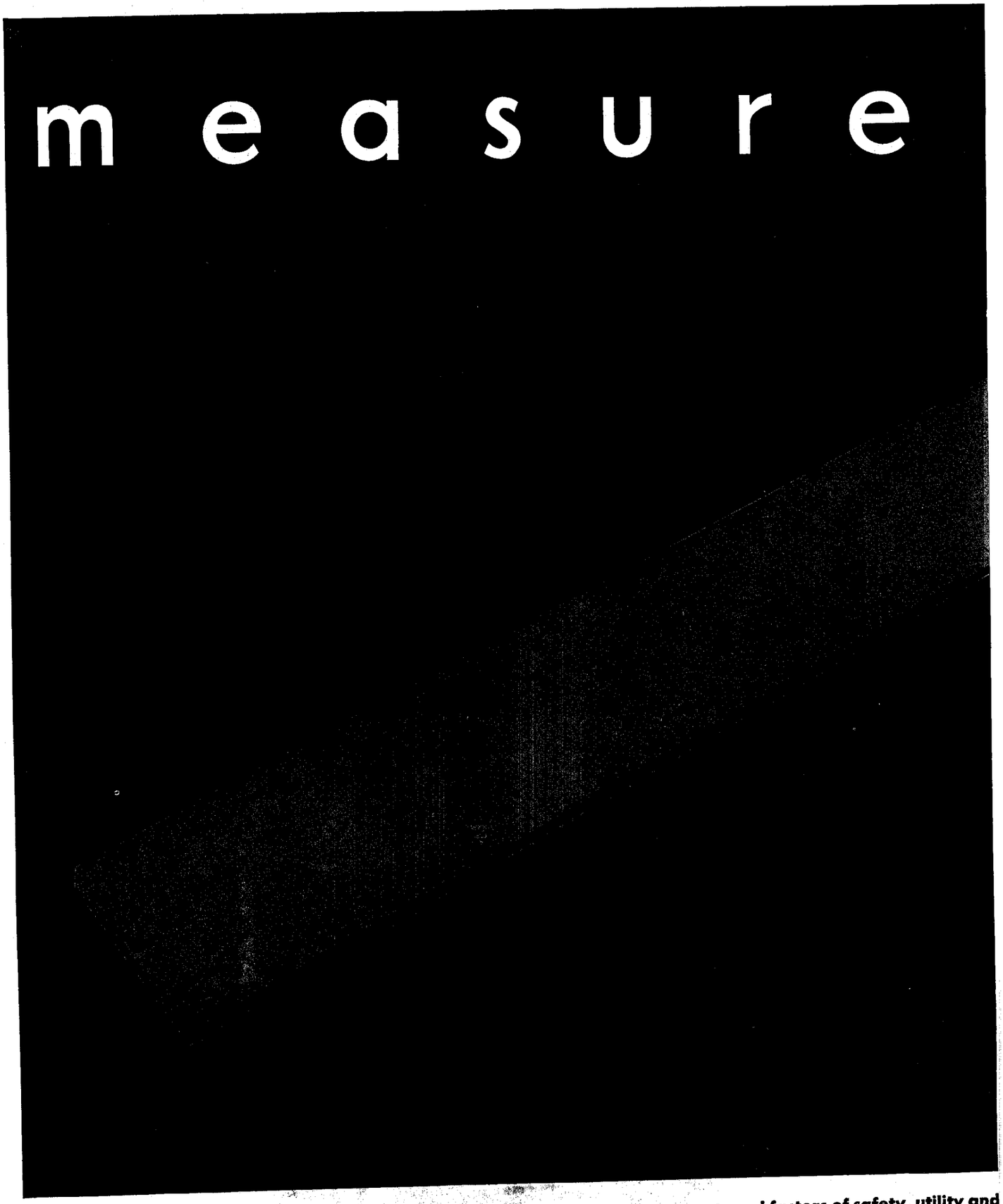
ASK THE MAN WHO OWNS ONE



PACKARD

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

m e a s u r e

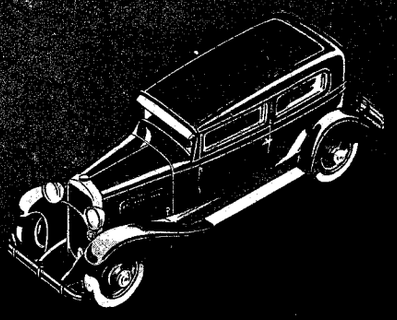


GM
GENERAL MOTORS

For almost a quarter century General Motors cars have been owned and driven throughout the world under every conceivable road and traffic condition. This varied experience of millions of owners has directed and aided the divisions of the General Motors Corporation in the improvement of design and construction, and in the determination of styles, types, appointments and factors of safety, utility and comfort. By interpreting the needs and wishes of this owner public, through constant experiment and development, the divisions of General Motors Corporation are able to build cars of well-rounded completeness. Thus a vast owner experience makes its contribution to the outstanding values in General Motors cars.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

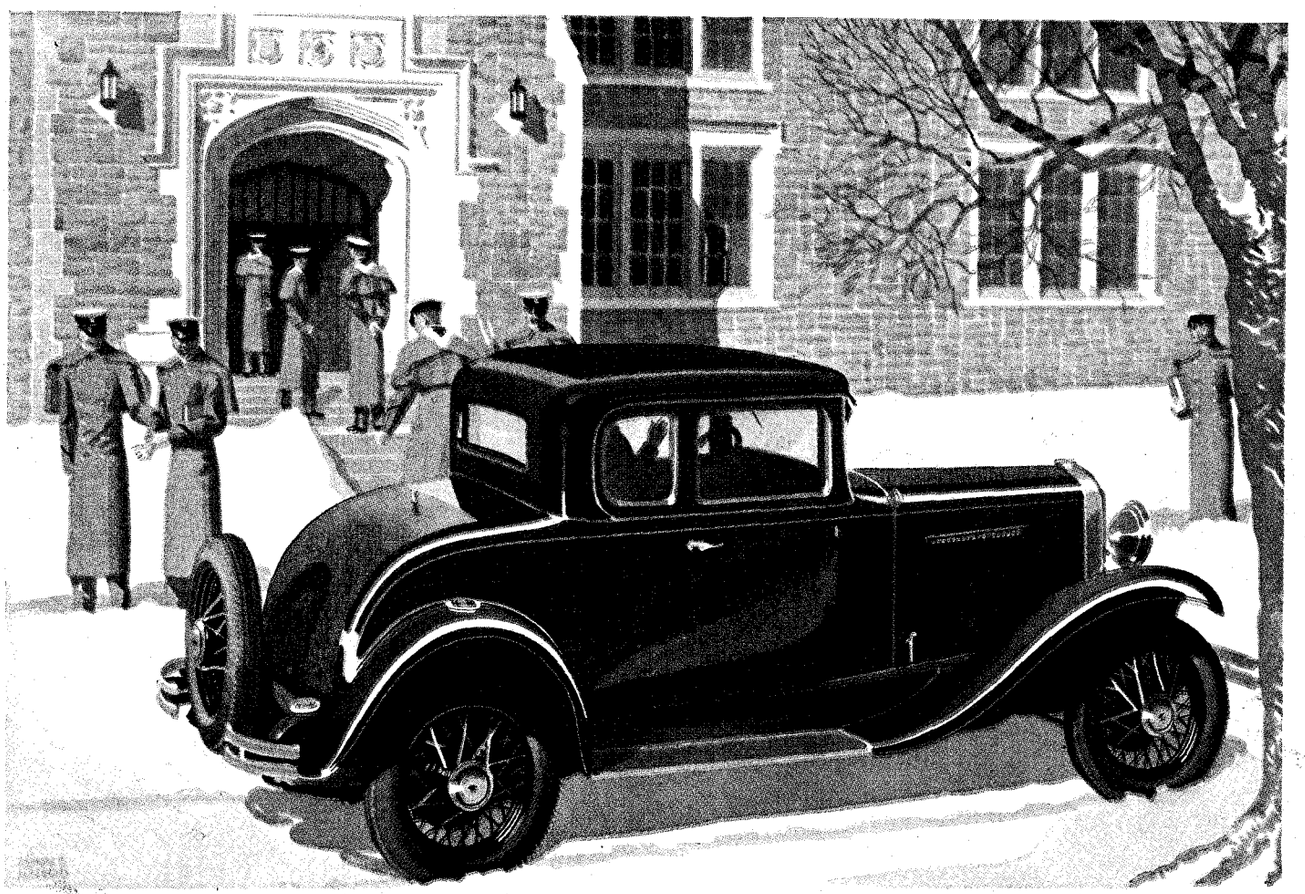
the value



GENERAL MOTORS CARS HAVE OUTSTANDING VALUE

CHEVROLET · PONTIAC · OLDSMOBILE · OAKLAND · BUICK · LA SALLE · CADILLAC · BODIES BY FISHER

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



The Chevrolet Sport Coupe with rumble seat

New Bodies by Fisher add quality and distinction to the New Chevrolet Six

In the Bigger and Better Chevrolet Six, *Body by Fisher* means finer quality and more distinctive beauty than ever before in Chevrolet history! Fisher artistry and craftsmanship have taken full advantage of a longer wheelbase to achieve a degree of smartness, luxury and comfort usually found only in cars of much higher price. Chevrolet's new Bodies by Fisher are long and low, with fleet lines and graceful contours. And inside, they are even more impressive. Spacious interiors are beautifully appointed and smartly upholstered in mohair or broadcloth. Seats are wider and more luxuriously cushioned. Windows and windshield provide better vision. The Bigger and Better Chevrolet Six has also been improved in every vital mechanical feature. There are many important engine refinements. . . . There is a stronger frame; a more durable clutch; an easier operating steering mechanism; a quieter, smoother, transmission. See and drive the new Chevrolet Six—and you will know why everywhere it is being called *the Great American Value.*

NEW CHEVROLET SIX

The Great American Value

New Low Prices—*Roadster, $475; Sport Roadster (with rumble seat), $495; Phaeton, $510; Standard Coupe, $535; Coach, $545; Standard Five-Window Coupe, $545; Sport Coupe (with rumble seat), $575; Five-Passenger Coupe, $595; Convertible Cabriolet, $615; Standard Sedan, $635; Special Sedan, $650; Landau Phaeton, $650. Special Equipment Extra. Chevrolet Trucks, $355 to $695. All prices f. o. b. Flint, Michigan.* Chevrolet Motor Company, Detroit, Michigan, Division of General Motors Corporation

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

(*Continued from page 28*)

company makes "Maf-Lath," an insulating plaster base like "Maftex," except in size.

"Inso Board" is fabricated by the Stewart Inso-Board Company of St. Joseph, Michigan, from fibers of wheat straw interlaced into moisture-proofed boards.

Other Interior Structural Materials

For side walls "Upson Board," and for ceilings "Upson Relief Ceilings," manufactured by the Upson Company of Lockport, New York, provide resistence to jars, blows, heat, and cold. The same concern manufactures "Upson Fiber Tile," designed to meet requirements of bathrooms and kitchens.

Used by the Greeks in building of the Temple of Apollo, 470 B. C., Gypsum, a hydrous calcium sulfate, found in rock formation, is widely used to-day for structural purposes. It has light weight, and is fireproof.

For twenty years the U. S. Gypsum Company of Chicago has specialized in gypsum products, which include "Sheet-rock-Pyrofill Roofs," "Pyrobar Tile Roofs and Floors," "Pyrofill Monolithic Roofs and Floors," "Pyrobar Partition and Furring Tile," "Pyrobar Beam Girder and Column Covering," "U. S. G. System of Sound Insulation," "Sabinite Acoustical Plaster," and "U. S. G. Acoustical Tile."

A gypsum wall-board bearing the designation of "Gold Bond Mineral Wall Board," having the lightness of panel lumber and combining "greater strength with less weight," is manufactured by the National Gypsum Company associated with the MacAndrews and Forbes Company of New York.

Gypsum insulation products are also manufactured by the Certain-teed Products Corporation of New York. "Certain-teed Gypsum Board" is made from pure Gypsum plaster enveloped in fibered paper and reversible. Joints may be filled with Certain-teed Joint Filler. Among the other output of this corporation are "Beaver Bestwall," the "Certain-teed Acme," gypsum products including gypsum and gypsite plasters, gypsum plaster lath, gypsum stucco, and other plasters. Other Certain-teed products are described under other classifications.

"Gypsteel" floor and ceiling slabs, manufactured by the Structural Gypsum Corporation of Linden, New Jersey, are composed of calcined gypsum, with a small percentage of wood-planer chips and the correct proportion of water, the wood paper chips acting as a binder and imparting toughness to the slabs. "Gypsteel" precast ceiling and floors are fireproof, sound and heat-insulating. A complete line of Gypsteel Gypsum Partition Tile and Gypsum Plasters is also made.

Interior Trim Products

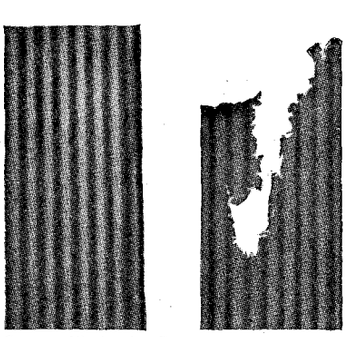
Rigid and waterproof sheets of tile-like surface, which may be used for interior trim, are featured by several manufacturers.

"Bakelite Laminated" is a non-inflammable, rigid material supplied in sheets by the Bakelite Corporation in black and a variety of colors, reproducing marbles and hardwoods for wall paneling and trim, rigid, non-shrinkable, and waterproof.

"Ambler Asbestos Waltile" is supplied in sheets for nailing to walls or studding in bathrooms or kitchens; "Linabestos Sheathing" as well as Ambler Asbestos Shingles are manufactured by the Ambler Asbestos Shingle and Sheathing Co., Ambler, Pa.

"Careystone" Asbestos-Cement, Sheathing, and Wall Board in addition to "Careystone" Roofing Material are products of the Philip Carey Co., Cincinnati, O.

"Zenitherm," which, according to its makers, "looks like marble, wears like marble, and can be worked like wood," is a fabricated slab supplied in nineteen color combinations by the Zenitherm Company, Inc., of New York.



Courtesy of the American Sheet and Tin Plate Company

● These two sheets of steel were exposed to the elements for many months. It was found that the addition of copper to steel increases the resistance to atmospheric corrosion. The sheet at the left is copper-bearing steel.

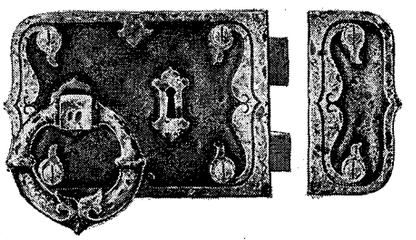
Weather-Stripping Against Infiltration

It has been estimated that in losses of a building's heat 27 per cent. escapes through walls, 16 per cent. through roof, 26 per cent. through window glass, 27 per cent. because of infiltration, and about 4 per cent. due to opening doors.

The best weather strips are 80 per cent. efficient, thus eliminating 20 per cent. of this infiltration.

Chamberlin Metal Weather Strips for every type of wood, metal or metal-covered window or door, are made in bronze, brass or zinc. Other window and door appliances are products of the Chamberlin Metal Weather Strip Company, Inc., of Detroit.

Special equipment for hollow metal and metal-covered windows, brass threshold saddles, etc., are made by the Accurate Metal Weather Strip Company of New York.



Courtesy of P. & F. Corbin

● A lock in the Georgian manner used in connection with simple forms of knob ring handles and key plates on the opposite side of the door.

Windustite Metal Weather Strips for windows and doors are specialties of the American Metal Weather Strip Company, Grand Rapids, Michigan.

Cloth-lined metal weather-strips bearing the trade-mark name of "Athey" are the output of the Athey Cloth Lined Weather Strip Company, Chicago.

All-metal weather-strips in the form of special tracks for windows are manufactured to order by the Higgin Manufacturing Company, Newport, Kentucky.

Monarch Metal Weather Strips, manufactured under factory license in leading cities with certified performance, are made under the design of the Monarch Metal Weather Strip Corporation, St. Louis.

Niagara Metal Weather Strips for windows and doors; Craig Channel Bar and Niagara Channel Aluminum Bar for sills of inward opening casements; Niagara Brass Threshold Protection Strips and Brass Saddles for doors are products of the Niagara Metal Weather Strip Co., Buffalo.

Building Papers, Etc.

Kraft Paper, Asphaltum, and Crossed Sisal Fibers are the constituents of "Sisalkraft," a paper manufactured by the Sisalkraft Company of Chicago.

Waterproofing, Insulating and Building Papers are some of the many products of the Barrett Company of New York. The Angier Corporation of Framingham, Mass., also manufacture a resilient building paper.

Other Sound Insulation

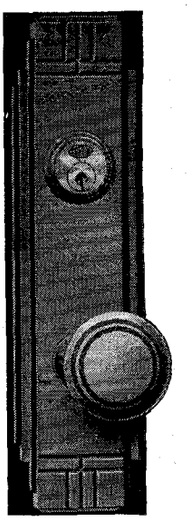
Soundproofing in apartments, hotels, homes and office buildings, and acoustically science as applied to public gathering places are receiving increasing attention. Insulating products already named serve as sound deadeners. Besides these we may mention the following products and services:

"A-Ser-Co" construction is effected by the Acoustic Service Corporation of Philadelphia, Pennsylvania, and insures better hearing conditions in public buildings.

Armstrong's "Corkoustic," product of the Armstrong Cork and Insulation Company, Lancaster, Pennsylvania, is a sound absorbent for new and old buildings.

"Acousti-Celotex" to insure less noise and better hearing is the product of the Celotex Company, Chicago, Ill.

"Acoustex" is a decorative sound-absorbing tile specialized by the Boston Acoustical Engineering Division of the Housing Company, Boston, Massachusetts.



Courtesy of P. & F. Corbin

● The above lock set was originally designed for a court-house building. It is adaptable for larger and finer commercial and public buildings of all kinds.

Acoustically correct interiors attained by sound-absorbing masonry materials and having architectural character, specially vaulted ceilings, Timbrel Arch construction are among the activities of R. Guastavino Company of New York.

Acoustical treatments are among the many products of Johns-Manville Company of New York.

Various Roofings

"A house is as good-looking as its roof—a statement that is as true as any generality is true," says Matlack Price in an article in *Good Housekeeping*.

"Certainly the roof is so conspicuous that its whole character and appearance demand the best of taste and knowledge in the choosing. Looks, cost, maintenance—these are three major considerations—and choice, for the most part, lies among wood-shingles, slate, tile, and fabricated shingles."

While the foregoing relates to residential roofing, efficiency and endurance are also vital considerations with specifications for apartment, public, and industrial buildings. In these structures tile, reinforced concrete, steel, built-up materials, gypsum, copper, etc., are leading products.

Wood Shingles

Since the earliest days of home construction in America, wood shingles have been in use for roofs and side-walls, and to-day they remain among standard roofing materials.

In addition to plain shingles, pleasing effects may be obtained by laying butts in wavy lines; by using thatched-type shingles; or by obtaining the artistic effects of irregular hand-split "shakes."

The life of all wood shingles is prolonged and beauty heightened through staining or painting.

"Cabot's Creosote-Stain" Grate A United States Department of Commerce Standard red-cedar shingles for roofs and side-walls

DRURY COLLEGE LIBRARY
Springfield, Missouri

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

are offered in a variety of colors by Samuel Cabot, Inc., Boston.

"Creo-Dipt" stained shingles for all requirements, and "Creo-Dipt" thatch-stained roofing shingles of selected straight-grain red cedar in numerous colors are available from Creo Dipt Company, Inc., North Tonawanda, New York.

"Edham Kolored Shingles" and "Edham Kolored Thatch," in thirty-one colors, are made from British Columbia red cedar by the Edham Company, Inc., St. Paul, Minnesota.

"Weatherbest" shingles for roofs and side-walls are sold by Weatherbest Shingle Company, North Tonawanda, New York.

"Elhide Hand-Split British Columbia Red Cedar Shingles" are produced by the Elhide Company of Cambridge, Massachusetts.

"Fittite Colonial Shakes," fashioned from Western red cedar, are the specialty of the Fittite Colonial Shake Co., Seattle, Wash.

Possibilities of Slate

Slate in blue-black, in colorings, and in varied patters, including thatch effects, combines ideally with stone, stucco, and brick, and offers a fireproof enduring roof for frame-houses.

The advantages of slate for roofing and other purposes, and Bangor slate interests in particular, including numerous associated firms, are sponsored by the Bangor Slate Association of Bangor, Pennsylvania.

"Olde Stonesfield Roofs," "Olde Stonesfield Flagging and Thatchslate" are supplied in a pleasing variety of colors by the John D. Emack Company, Philadelphia.

For eighty years quarries have been producing William Chapman Black Roofing Slate marketed by the Chapman Slate Company of Bethlehem, Pennsylvania.

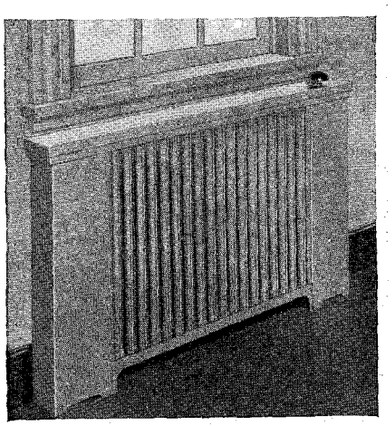
Roof Slates, Garden Flagging, Slate Blackboards, Structural Slate, and Slating Tools and Accessories are supplied by the Knickerbocker Slate Corporation of New York.

From their Vermont quarries, Norton Brothers, Granville, New York, provide Commercial Standard Architectural Roofing Slate, Garden Flagging, and Floor Slate.

Specialties of the F. C. Sheldon Slate Company, Granville, New York, include: Sheldon's Unfading Green and Gray; Sheldon's Unfading Mottled Purple and Green; Sheldon's Hard Vein Antiques; Sheldon's Old English Rough Cleft; Sheldon's Natural Black; Sheldon's Semi-Weathering Green and Gray, and Sheldon's Slate Flagging.

"Tudor Stone" and "Tudor Stone, Jr." Roofing Slate, Commercial Roofing Slate, "Tudor Stone" Flooring Slate and Garden Flagging are produced by the Rising & Nelson Slate Company of West Pawlet, Vermont.

Slate products including Penrhyn Stone for roofing, floors, garden walks, and coping; Cotswold Stone for roofs, exterior flagging, and walks; Vermont Slate in colorings, and Bangor blue-gray roofing slate are included in the output of the J. W. Williams Slate Company of Easton, Pennsylvania.



Courtesy American Radiator Company

● A radiator enclosure for use in the open, preferably against a wall under a window. This type of enclosure can be attached in a few minutes.

Composition, Tile, Cement, and Other Roofings

A pleasing variety of colors and design combined with fire-resisting properties are among the desirable qualities of these roofing materials.

Ambler Asbestos Shingles for roofs and side walls; Ambler Asbestos Corrugated Roofing; Ambler Asbestos Roofing Tile; and other asbestos products made of asbestos and cement are specialties of the Ambler Asbestos and Sheathing Company of Ambler, Pennsylvania.

Rigid Asbestos shingles in both the Hexagonal Method and the American Method in a variety of solid and metal colorings are included among the products of the Johns-Manville Corporation, New York.

Ruberoid Massive Asphalt Shingles in a wide range of colors and Asbestos Shingles are among the output of the Ruberoid Company of New York.

"Careystone" Asbestos-Cement products include Asbestos-Cement Shingles, Carey Asfaltslate Shingles; Carey Cork Insulated Shingles; Carey Strip Shingles; besides sheathing and wall-board, are included in the output of the Philip Carey Company, Cincinnati, Ohio.

Asbestos-cement Shingles and Asphalt Shingles in varied colorings are one of the main building materials of the Certain-teed Products Corporation of New York, which also produces Certain-teed Gypsum Reinforced Tile.

"Eternit" Asbestos Shingles, Lumber and Corrugated Sheets, the Shingles in fast colors, are produced by Eternit, Inc., St. Louis, Missouri.

Mastic, slate-surfaced shingles in colors, are made by Lancaster Asphalt Inc., New York.

Bird's Asphalt Shingles, made of rag-stock felt with asphalt, and having a coating of Asphalt-Flux surfaced with crusht slate, are manufactured by Bird & Son Inc., East Walpole, Massachusetts; also Bird's Asphalt Roll Roofing, Paroid Build-Up Roofs.

Asphalt Thick Butt Shingles in numerous patterns, together with roll-roofings, are offered by the Flintkote Company.

Mohawk Tapered Asbestos Shingles in numerous colors and patterns are manufactured by the Mohawk Asbestos Shingles Co., Inc., Oneida, New York.

Genasco Latite Asphalt Saturated Shingles are manufactured by the Barber Asphalt Company of New York.

Roofing Tile

Flat Shingle Roof Tile, True Mission Roof Tile and Tapered Mission Roof Tile, together with Landscape, Garden, Heavy Traffic Tile, Face and Chemical Brick, are manufactured by the B. Mifflin Hood Brick Company of Daisy, Tennessee.

"Imperial" shale roofing tiles in a variety of attractive patterns are made by Ludowici-Celadon Company of Chicago.

Mound City Roofing Tile, made also of shale in shades of red and brown glazes, is made by the Mound City Roofing Tile Company of St. Louis.

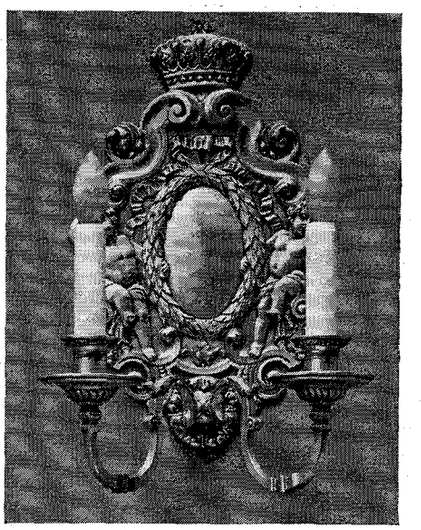
Roofing Tile, Flat Shingles and Spanish Type, and also Quarry Tile for floors and wainscot, are available from the Murray Tile Company, Cloverport, Ohio.

"Glasiron Roofing Tile" is the product of the Glasiron Products Company of Detroit.

Spanish Metal Tile and Fittings, Steel Ceilings, Hand-Dipped Zinc-Coated Pipes and Fittings are produced by the Wheeling Corrugating Company of Wheeling, West Virginia.

"Titelock" Spanish and American Metal Tile, Shingles, Slate, etc., are specialties for the Milcor Steel Co., Milwaukee.

Hawthorne interlocking concrete roofing tile is furnished in fourteen colorings and in five different styles by the Hawthorne Roofing Tile Company of Chicago.



Courtesy of the Sterling Bronze Company, Inc.

● A two-light Georgian bracket made of cast brass and finished in old silver.

Metal Shingles and Fittings

Copper Shingles and Copper for other roofing requirements are included in the output of the Taunton-New Bedford Copper Company of Taunton, Massachusetts.

Top-down aluminum shingles; aluminum flashings; aluminum hip and ridge coverings; valleys, gutters, and down-spouts are supplied by the Aluminum Company of America, Pittsburgh, Pennsylvania.

Lead-sealed roofing, siding, and other formed products are supplied by the Superior Sheet Steel Company of Canton, Ohio.

"Hoyt Hardlead Roofing Sheets"; Rain Water Pipes and Heads; Pipe Bands; Gutters; Spandrels; Finals, and Statuary Garden and Ornamental Hoyt Hardlead Work are produced by the United Lead Company, subsidiary of the National Lead Company of New York.

Three helpful publications on copper roofing are issued by the Copper and Brass Research Association, New York, and include: "Real Roofings," an illustrated study of roofs, leaders, and down-spouts; "Copper Roofing," a technical book with specifications and drawings; "Copper Flashings," with technical information for architects and building contractors.

Industrial and Other Roofing

Reinforced concrete, steel, gypsum, built-up materials, slabs, and other products for large roofing requirements include the following specialties:

Steel Roofing in the form of "American Black" and Galvanized Sheets, Formed Roofing Products, also Tin and Terne Plates for all purposes are manufactured by the American Sheet and Tin Plate Company of Pittsburgh, a subsidiary of the United States Steel Corporation. Booklets issued by this company include: "Better Buildings," "Copper Steel Roofing Tin," "The Testimony of Science and Service," "Facts Simply and Briefly Told," "Rust-proofing of Steel Materials," "Anti-Corrosive Metal."

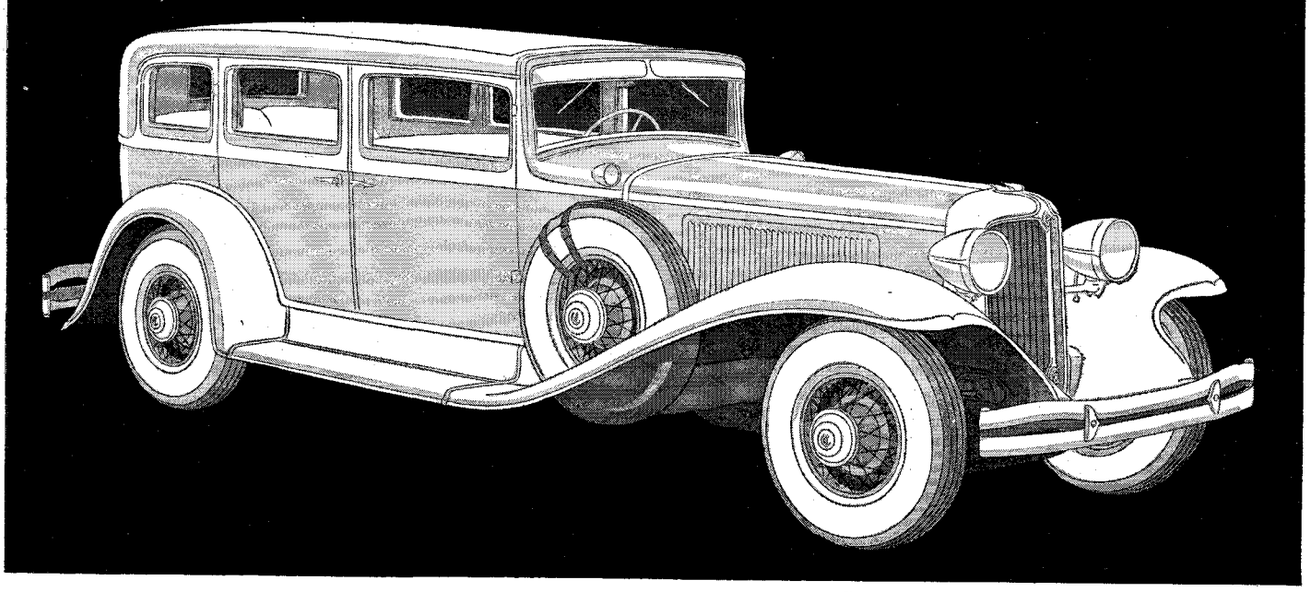
"Leadclad" roofing products, including "Leadclad Sheets," flat, corrugated, and V crimped; Leadclad Roll Roofing and Standing Seam; Leadclad Shingles, Spanish Tile, Siding, Ceilings, "Leadclad Ridge Roll," plain and corrugated; Leadclad fittings, pipes, and accessories are made by the Wheeling Metal and Manufacturing Company, Wheeling, West Virginia.

"Bonanza Cementile," a reinforced cement-tile roofing made by the American Cement Tile Manufacturing Company, Pittsburgh, is supplied in three forms: interlocking, flat, and channel.

"Steeldeck Roofs" and a large variety

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

CHRYSLER
STRAIGHT EIGHTS



CHRYSLER EIGHT SEDAN $1525, F. O. B. FACTORY

Low Center of Gravity . . .

. . . SAFETY BODIES . . . . DUAL HIGH GEARS . . .

THE new Chrysler Eights possess advantages that make them the outstanding motor cars of 1931 — outstanding from every standpoint of design, craftsmanship and performance.

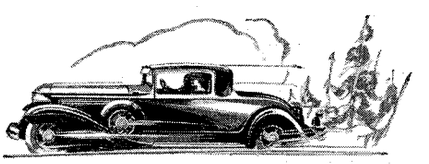
They have the appealing advantage of refreshing style — a very individual style that is at once a real reason for pride and a compliment to owners.

They have the pronounced advantage of an extremely low center of gravity — which not only accentuates smartness, but also creates a greater measure of assured safety at all speeds.

They have definite and specific engineering advantages — *many of them* — that contribute to brilliant results in swift, silent performance.

They have the outstanding performance advantage of *Dual High* gears — made possible by an exclusive Multi-Range transmission with quick, quiet gear shift. One high gear is for spirited mastery of traffic and fast hill-climbing, and the other is for the open road.

Other advantages include safety bodies of insulated steel and the safest of brakes — weatherproof internal *hydraulics*. The *outstanding* cars of 1931 — outstanding in every detail—and in value.



CHRYSLER EIGHT — *Coupe (with rumble seat) $1495; Sedan $1525; Convertible Coupe $1665; Roadster $1495. Six wire wheels, $80 extra. Sport Roadster (including six wire wheels and trunk rack) $1595.* CHRYSLER IMPERIAL EIGHT — *5-Pass. Sedan $2745; Close-Coupled Sedan $2845; 7-Pass. Sedan $2945; Sedan-Limousine $3145. With custom bodies designed by LeBaron—Coupe $3150; Roadster $3220; Convertible Coupe $3320; Phaeton $3575. All prices f. o. b. factory.*

Chrysler Eight and Chrysler Imperial Eight closed cars are factory-wired for immediate installation of Transitone, the pioneer automobile radio. Other models will be equipped on order.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

As Reasonable as Writing a Will

TO write a will, to provide life insurance, to name an executor, even to designate a family lot in hallowed ground, . . these are the practical expressions of loving solicitude for those who are nearest and dearest. They carry with them the obligation for the survivors to provide permanent protection for the remains of the departed.

No haunting doubts, no self reproach, no vain questionings torment those who have "laid their dead away," inviolate and inviolable in the protecting sanctuary of a

GALION CRYPTORIUM
THE UNDER-GROUND MAUSOLEUM

Its massive walls and dome of time-defying, rust-resisting, Armco Ingot Iron or everlasting Bronze protect their contents absolutely. Neither water nor earth nor the chemical elements and living organisms within the earth can prevail against them or force entrance to their silent chamber. This is guaranteed.

The beauty and protection of Cryptorium interment are replacing the distressing crudity of other methods in all parts of this country. The Cryptorium satisfies the intelligence no less than the esthetic sense and the yearnings of the human heart. It adds but little to the expense of mortuary service.

Mail the Coupon for this Book

This handsome book contains the information every responsible person should possess before being called upon to face the supreme crisis in family experience. It will make the decisions much easier. Write today for your complimentary copy.

THE GALION METALLIC VAULT CO.
Dept. LD-1 Galion, Ohio

Please send a copy of this Book to

Name_____

Address_____

of other permanent building products are made by Truscon Steel Company, Youngstown, Ohio.

Roofing materials, including "Barrett" Pitch, Felt, Anchor Asphalt, and "S. I. S." Roofing, Flashings, Hold Roof Leader and Roof Vent Connections, etc., are products of the Barrett Company of New York.

Coal Tar Products for Roofing, etc., including "ATP" Roofs, Pitch, Tarred Felt, Paint, etc., are included in the output of American Tar Products Company, Pittsburgh.

A built-up roofing consisting of successive layers of asphalt, impregnating asbestos-felt embedded and covered by asphalt, is one of the products of the Johns-Manville Corporation of New York.

Built-up Roofing for industrial purposes, Insulating Papers and Preservative Coatings are specialties of the Ruberoid Company of New York.

"Afco" Reinforced Gypsum Nailing Roof Tile, Combination Plaster Board Gypsum Roofs, and other "Afco" products are manufactured by the Anchor Fireproofing Company of New York.

Precast interlocking concrete roof slabs and cribbing units are specialties of the Federal Cement Tile Company of Chicago.

"Gypsteel" Long Span Pre-cast and Poured-in-place Roofs and Floors are products of the Structural Gypsum Corporation of Linden, New Jersey.

"Pyrobar Reinforced Roof Tile," a reinforced gypsum product for roof decks; "Sheetrock-Pyrofill Roof Construction," and "Pyrofill Monolithic Roof and Floor Construction" are specialties of the United States Gypsum Company of Chicago.

"Armco" Ingot Iron Sheets, black, blue annealed, corrugated, galvanized, and other "Armco" Ingot Iron Products for Building Purposes are manufactured by the American Rolling Mills Co., Middletown, Ohio.

Structural Nailing Concrete for roofs, floors, ceiling, and partitions, in slab form, is the output of Flex-or-Crete Incorporated of Boston, Massachusetts.

"The Metropolitan System of Gypsum Floor and Roof Construction" is sponsored by the Keystone Gypsum Fireproofing Corporation of New York, and gypsum roofs, floors, and partitions are provided for in the monolithic and other forms of the Lathrop-Hoge Gypsum Construction Company of Cincinnati, Ohio.

"Blawsteel" Galvanized Roof Sheathing is made by the Blaw-Knox Company of Pittsburgh.

"Holorib" reinforced steel roof-plates for roof decks are offered by Detroit Steel Products Company, Detroit, Michigan.

Casement Windows and Doors

"Fenestra" casements, casement fittings, and hardware, leaded glass panels, incorporating the patented Fenestra joint and windows for all purposes are the product of the Detroit Steel Products Company, which maintains service and engineering research departments for light-and-air control; swinging and sliding doors are also made by this concern.

Lupton Steel Windows of all types, operating devices, skylights, partitions, casements, architectural projected, double-hung windows with a service department for solving problems of daylighting and natural ventilation, are the specialties of David Lupton Sons Company of Philadelphia, Pennsylvania, also manufacturers of steel doors and partitions.

"Stanwin" casements; Crittal solid steel and bronze universal casement windows, and Crittal standardized casements and reversible windows are the output of the Crittal Casement Window Company of Detroit, Michigan.

"Lemco" Custom Built and Standard Steel Casements, projected sash, doors with solid-bronze hardware are made by the Lundell-Eckberg Manufacturing Company of Jamestown, New York.

Bayley Pivoted Steel Windows, projected commercial and architectural windows, continuous and casement windows, detention windows, tubular doors and airport doors are specialized by the William Bayley Company, Springfield, Ohio.

"Majestic Verti-Fold Garage Door"—folding up and down counter-balanced, a slight push either way, quiet-action, all-mechanism safely enclosed in vertical steel casings behind door jambs, eight standard sizes, are made by The Majestic Company, Huntington, Indiana, with weatherproof fit at all points, includng weather-strip and lock, also factory, warehouse, boat-house, greasing station.

Automatic, electrically operated, double-swing garage doors with automatic floor-trip switches, time-closing devices supplied when desired, metal, metal-covered wood, doors, and steel and wood door frames, products of Automatic Door and Equipment Company, Chicago.

"Overhead Doors" for private and public garages, fire-houses, airplane hangars, boat-houses, and electrically operated Overhead Door Control are supplied to meet all requirements by the Overhead Door Corporation, Hartford City, Ind.

Other Brands of Metal Windows, Doors, Trim, Etc.

Art Metal Construction Company, Jamestown, New York. Hollow Metal Doors and Trim.
The Adams Company, Dubuque, Iowa. Steel Windows and Doors.
Bogert & Carlough, Paterson, New Jersey, Steel Windows and Doors.
Campbell Metal Window Corporation, New York, Metal Windows.
De Pitt Casement Corporation, New York, Steel Windows.
Dahlstrom Metallic Door Company, Jamestown, New York, Metal Doors, Partitions.
Cincinnati Manufacturing Company, Cincinnati, Ohio, Hollow Metal Doors.
Coburn Trolley Track Manufacturing Company, Holyoke, Massachusetts, Metal Covered Doors.
Cornell Iron Works, Long Island City, New York, Fireproof Doors.
Empire Fireproof Door Company, New York, Metal Covered Windows, Doors.
International Casement Company, Jamestown, New York, Casement Windows.
Kinnear Manufacturing Company, Columbus, Ohio, Fireproof Doors.
Lord & Bunham, New York, Sash Control and Green House Construction.
Majestic Iron Works, Inc., Chicago, Sash Control and Green House Construction.
McCoy Bronze Company, Inc., The, Detroit, Bronze Casements, Doors.
Newman Manufacturing Company, Cincinnati, Ohio, Bronze Windows, etc.
S. H. Pomeroy Company, Inc., New York, Metal Windows.
Steel Sash Company, Muskegon, Michigan, Steel Windows.
Thorp Fire Proof Door Company, Minneapolis, Minnesota, Fireproof Doors.
J. S. Thorn Company, Philadelphia, Pennsylvania, Steel Windows, Lift Doors.
Truscon Steel Company, Youngstown, Ohio, Fireproof Doors.
U. S. Metal Products Company, San Francisco, California, Steel Windows, Doors.
United Metal Products Company, Canton, Ohio, Fireproof Doors.

Window Glass Enlightenment

With more attention than ever before being paid to windows, the consideration of glass becomes increasingly important. Several associations are actively engaged with this building material. The two forms of transparent glass used most extensively in building are drawn sheet and plate glass.

Manufacturers of drawn sheet-glass are represented by the Window Glass Manufacturers Association of New York.

"Plate glass is distinguished by its ground and polished surfaces which insure clear, undistorted vision when looking through it at any angle, and clear undistorted reflection when looking at it," explains the Plate Glass Manufacturers of America, an association devoted to the use of polished plate glass, with headquarters in Pittsburgh, Pennsylvania.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Study of Child at the Piano by Anton Bruehl

CHILDREN TRIUMPHANT

HERE THEY COME . . . turbulent, lovable, soft-haired! They have tossed aside their dolls and pop-guns and, with the crisp, new shout of youth upon their lips, they stride confidently along to their victory over life. This is the gay parade of the children whose parents have sent them into the world well equipped.

They know how to swim and play and ride . . . how to meet and deal with those about them . . . and they have enjoyed a sound introduction to the inspiring world of literature and art. For generations, the Steinway, in both Europe and America, has been the medium through which countless of their number have tasted the first, sustaining sweets of music, of an art that knows no boundaries, no nationalities, no language. It has helped to develop in them a colorful talent that attracts other accomplished people; and at the same time it has placed at their disposal an ever-fertile means to self-communion.

The beautiful, rugged Steinway, personal choice of virtually every great musician from Liszt to Rachmaninoff, the preferred instrument of the cultured family, is easily within reach of even those children whose parents enjoy but modest incomes. There is no need for them to risk the distortive influences lurking in inferior pianos. From the first moment, they may march with the best, triumphant, in possession of a superb work of art in polished woods and ivory that will serve two or three generations . . . entertaining their friends, decorating their homes and imbuing them with the spiritual force of culture.

A new Steinway Upright piano can be bought for a total as low as $875

A new Steinway Baby Grand at $1375

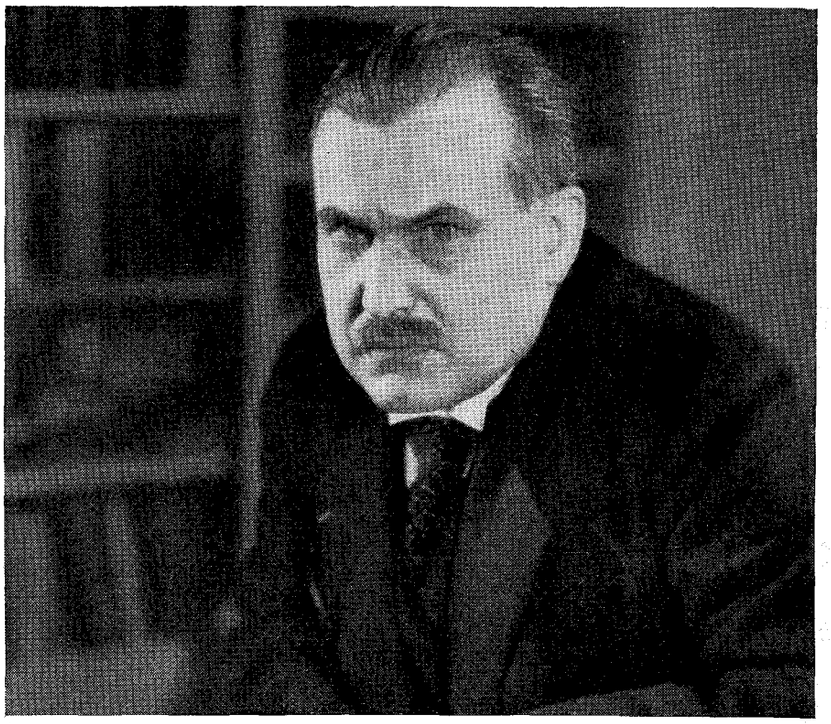
As the Steinway is made in New York City, this price, naturally, must be "plus transportation" beyond New York and its suburbs.

10% down balance in three years

Used pianos accepted in partial exchange. If there is no Steinway dealer near you, write for information to Steinway & Sons, Steinway Hall, 109 West 57th Street, New York.

THE INSTRUMENT OF THE IMMORTALS **STEINWAY**

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



DR. HENRI VIGNES, *Professor and Clinic Head, Faculty of Medicine of Paris*

"When Intestines are *sluggish* I prescribe Fresh Yeast"

. . . reports this noted French medical teacher

YOU know you can't cure constipation with violent cathartics and pills. You know they are temporary expedients at best . . . that ultimately they actually aggravate your trouble.

Then why not adopt the simple, *natural* method world-famous physicians are advising? Read about it, in the words of the distinguished Dr. Henri Vignes of the Faculty of Medicine of Paris.

"Fresh yeast," he explains, "is a food. It excels as a means of reëstablishing normal, regular bowel action . . . I prescribe fresh yeast for constipation . . . because of its gentle laxative action. I have also used it in cases of skin disorders."

Eaten regularly, three cakes a day, Fleischmann's Yeast gradually "tones up" sluggish intestines . . . helps clean away accumulated wastes *in a natural way*.

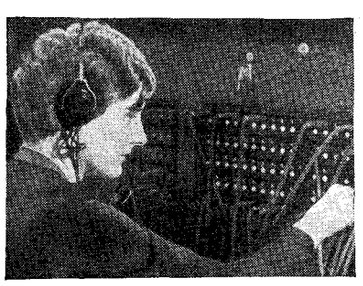
And when this occurs, your whole health responds! Color returns, digestion improves, headaches are less frequent.

Try it! You can get *Fleischmann's* Yeast—rich in vitamins B, G and D—at grocers', restaurants, soda fountains. Eat it plain, or in a third of a glass of water (hot or cold) or any way you like—before meals, or between meals and at bedtime. Send for booklet. Standard Brands Inc., 691 Washington St., New York City.

NOTED VIENNA SCIENTIST SAYS:

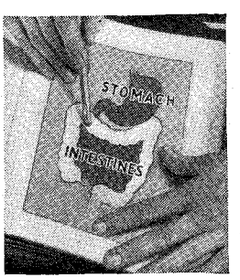
DOCTOR BERCZELLER, Austria's great nutrition scientist, says: "Science recognizes the value of yeast as a food for correcting constipation, digestive disturbances, etc.

© 1931, Standard Brands Incorporated



(*Right*) When intestines are sluggish, poisons seep into the system. Yeast keeps intestines *clean*.

(*Left*) "My doctor advised Fleischmann's Yeast," writes Ann L. Merritt, *New Haven, Conn.* "It corrected my constipation."



To benefit fully, be sure you get fresh yeast . . . Fleischmann's

Numerous manufacturers produce each of these types of glass for building purposes.

To mention a few only, "A-W-G" flat-drawn clear window glass, "Quartz-Lite" and Ultra-Violet Ray glass are manufactured by the American Window Glass Company of Pittsburgh, Pennsylvania, and flat-drawn sheet glass by Adamston Flat Glass Company of Clarksburg, West Virginia.

Among the oldest producers of plate glass are the Edw. Ford Plate Glass Company, now merged with Libbey-Owens-Ford Glass Company, with factories in five cities and headquarters in Toledo, Ohio, their present output including flat-drawn clear sheet glass, polished plate glass, and shatterproof safety glass, and the Pittsburgh Plate Glass Company, with factories in nine cities and headquarters in Pittsburgh, Pennsylvania, manufacturing "Vista" plate glass and "Tapestry" glass, sheet glass (flat-drawn), and "Helioglass" and ultra-violet ray window glass.

"Vita Glass" is a clear window glass (in clear, cathedral plate, and wire), which transmits the invisible ultra-violet rays of sunlight to and beyond the ultra-violet limits of the sun's spectrum, and is made by Vitaglass Corporation, New York.

Bullet-proof glass for bank enclosures, etc., is manufactured by the Safetee Glass Company of Philadelphia.

Plain and polished figured glass, polished wire glass, etc., are manufactured by the Mississippi Glass Company of New York.

Stained glass, leaded, opalescent, and crystal glass are specialties of the Jacoby Art Glass Company, St. Louis, Missouri; Henderson Bros., New York; Richard N. Spiers & Sons, New York, and J. and R. Lamb. "Favrile," a product of the Tiffany Studios, New York, is used in residences for glass mosaics, conservatories, etc.

Window Screens

Insect barriers have undergone improvement during recent years with devices such as rolling screens, etc.

"Rollscreens," durable, efficient, with non-rust "Alumina" cloth, allowing clear vision, are obtainable from the Rollscreen Company, Pella, Iowa.

All types of fixt and rolling screens for windows, doors, and porches, and all metal weather strips, are well-established specialties of the Higgin Manufacturing Company at Newport, Kentucky.

All Metal Rolling Window Screens with patented special features are the product of the American Rolling Screen Company, Chicago, and Chamberlin Rolling Screens are one of the products of the Chamberlin Metal Weather Strip Company, Inc., of Detroit, Mich.

Rustless Screens are among the output of the E. T. Burrowes Co., Portland, Me.

Rollscreens, bank and vision screens, metal and wood insert screens in numerous types are produced by the Jamestown Screen and Manufacturing Company, Inc., of Jamestown, New York.

Various types of fixt screens in copper, bronze finish and bronze wire cloth are made by the Cincinnati Fly Screen Company, Cincinnati, Ohio.

"Pearl" Wire Cloth is manufactured by the Gilbert & Bennett Manufacturing Company, New York, N. Y.

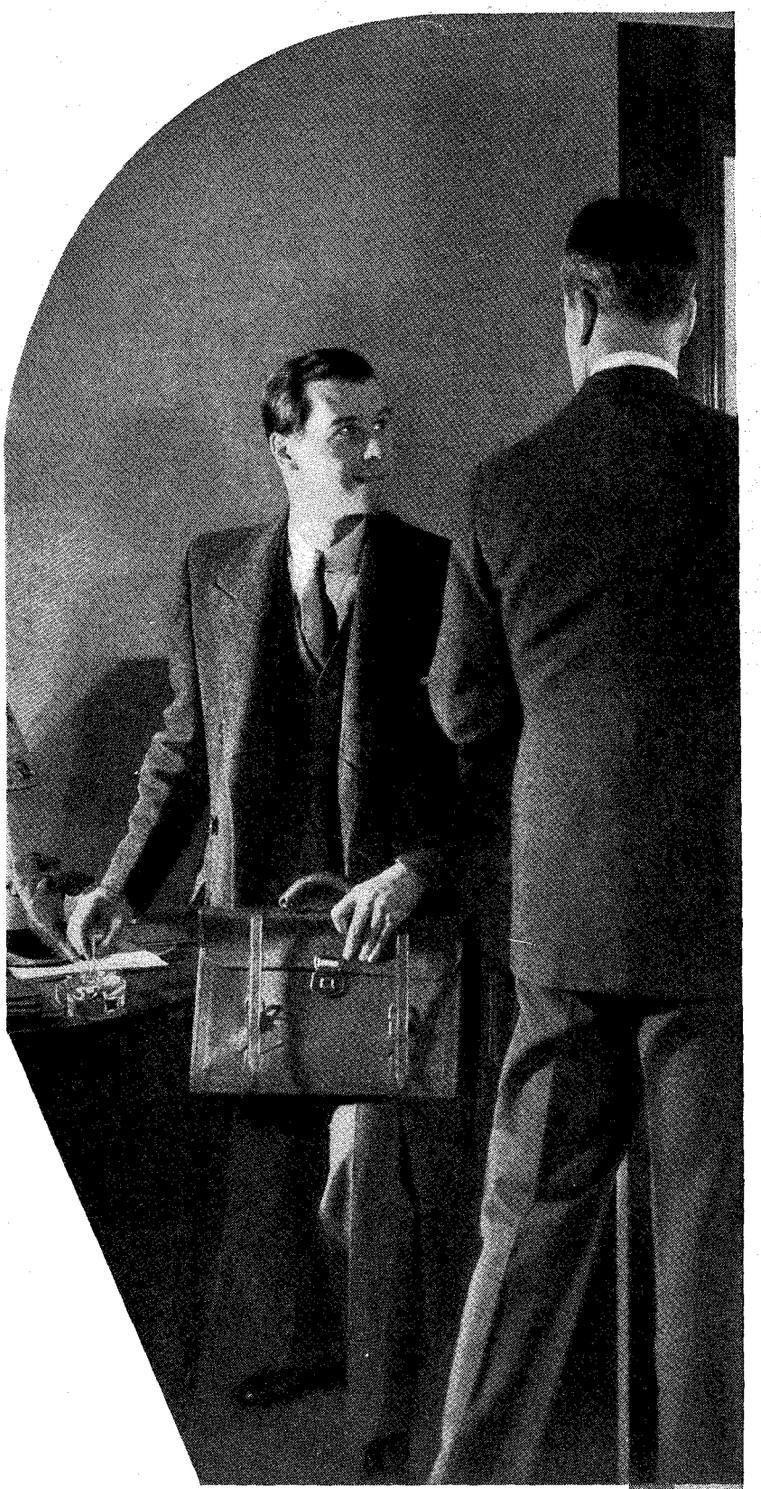
Wire screen cloth is manufactured by the American Wire Fabrics Corp., New York, and copper screening is produced by the New Jersey Wire Cloth Co., Trenton, N. J.

Every screen requirement in all types of buildings is made by the Watson Manufacturing Company, Jamestown, New York.

Window Shades and Fixtures

Window shades and shade fixtures are manufactured by the Chas. W. Breneman Company, Cincinnati, Ohio, and Stewart Hartshorn Company, New York, etc.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



DOES QUICK-THINKING QUICKEN YOUR CIGARETTES?

Keep a Clean Taste with Cooler Smoke!

In these days of hustling for orders and jobs . . . do you hustle your cigarettes, too? Then you should be smoking Spuds. Let Spuds prove themselves in a one-after-another session. Feel how Spuds give you a continual clean taste . . . how they leave you always "mouth-happy" . . . your tongue and throat always moist-cool and comfortably clean . . . no matter how fast and furious your enjoyment of Spud's lusty tobacco fragrance. Switch to Spud in these days of speed-smoking . . . and discover the grand new freedom in old-fashioned tobacco enjoyment!

SPUD
MENTHOL-COOLED
CIGARETTES
20 FOR 20c (U. S.) . . . 20 FOR 30c (CANADA)

THE AXTON-FISHER TOBACCO COMPANY, INC., LOUISVILLE, KY.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Floor Surfacing Materials

For the floor surface of home, public, and industrial buildings, the following products are in extensive use, and offer a diversity of selection.

Armstrong's Linoleum is a sturdy resilient floor material composed of oxidized linseed-oil, ground cork, wood flour, natural gums and pigments, keyed to a burlap backing, with lacquer-sealed surface. Made in several types: plain, inlaid, jaspé, embossed, printed, and in varying thicknesses, and scores of patterns. For general utility in every room of the home and wherever the public walks, when cemented in place over linoleum-lining felt.

Armstrong's Linotile is a durable tile floor material, similar to linoleum in composition, altho denser. Resilient, quiet, and non-slippery. Made in thirteen plain and seventeen marbleized colors, and in various sizes and two thicknesses, also with varying interliners and border strips.

Armstrong's Cork Tile—A floor of pure-cork tile made of the best grades of cork-wood. The cork tiles are manufactured in three shades of rich brown, the color being imparted to the tiles through baking. There are sizes and two thicknesses from which an infinite number of floor designs can be devised. Highly recommended where a quiet floor is necessary, and comfort and dignity are desired, hotels, schools, libraries, hospitals, as well as the home.

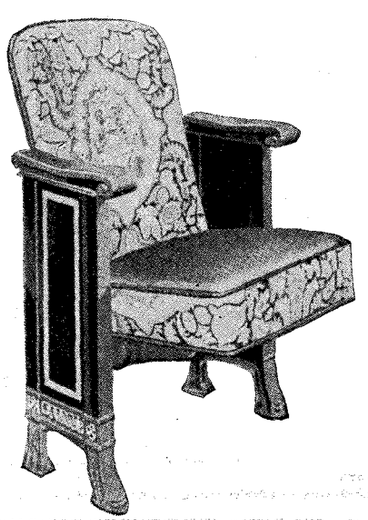
Armstrong's Asphalt Tile—an inexpensive floor, the composition of which is mainly asphalt, mineral and color pigments; durable resilient, impervious to moisture. Made in nine soft colors, two thicknesses, and several sizes.

A complete line of Battleship Linoleum, Plain Linoleum, Jaspé Linoleum, Cork Carpet, and Inlaid Linoleum is manufactured by the W. & J. Sloane Manufacturing Company, Trenton, New Jersey, W. & J. Sloane, Selling Agents, New York.

Wild's Genuine Cork Linoleum and Cork Carpet in varied colorings is manufactured by the Sandura Company, Inc., of Philadelphia, who are now the sales agency for Blabon's Art Linoleums, including Blabon's "Invincible" Battleship Linoleum, Blabon's Plain, Jaspé, Printed, and Inlaid Linoleum, Blabon's Cork Carpet, etc.

Certain-teed Battleship Linoleum meets the rigid specifications of the United States Government in every detail. It is giving years of satisfactory service in important buildings over the world. Certain-teed Inlaid Linoleum and Floortex (Felt-Base Floor Covering) give beautiful and serviceable floors for residences. They are reasonably priced, long-wearing, and easy to keep clean.

Congoleum is an inexpensive labor-saving rug. Its waterproof, sanitary surface makes cleaning easy. It lies flat without fastening. Because of its exclusive Multicote Process it has durability and is supplied in a wide variety of new and beautiful patterns bearing the Gold Seal trade-mark. Sealex Linoleums are supplied in smartly styled designs and inexpensive "household weights." Also, de luxe new Veltone and embossed effects for living-rooms, etc. Each of these products is manufactured by the Congoleum Nairn Company, Kearny, New Jersey.



Courtesy of the American Seating Company

● A chair of unusual design for the modern theater and auditorium.

Rubber Tiling

U. S. Royalite, a new product of the Flooring Division of the United States Rubber Company, will have its widest use as a flooring material, but will also be used extensively for wainscoting and interior trim. In the past rubber flooring in texture and appearance has striven to imitate wood or stone, but Royalite is made in an entirely new line of rich colors selected by architectural leaders and in textures that bring out the beauty of the colors at eye-level.

Goodyear Rubber Flooring Tile in solid colors and marbleized effects, including a varied selection of artistic color combinations, are manufactured by the Goodyear Tire and Rubber Co., Inc., Akron, O., and are available in three thicknesses and numerous dimensions.

Floors laid with tiles of Stedman Reinforced Rubber of the Stedman Rubber Flooring Company, South Braintree, Massachusetts, meet decorative and practical needs. They are individual. Twenty-six distinctive color types in squares and rectangles afford freedom in design arrangement. In the Stedman Process minute cotton filaments, uniting with the rubber under high pressure and heat, are responsible for its unusual resistance to wear and distention, its lasting resilience and smooth impervious surface—characterized by color veinings of beauty.

Other Rubber Tilings, Etc.

Among other manufacturers of Rubber Tile Flooring are the American Rubber Products Corporation, New York ("Rubberock"); American Tile & Rubber Company, Trenton, New Jersey ("Amtico"); Hood Rubber Products Company Inc., Watertown, Massachusetts ("Hood Tiles"); Plymouth Rubber Company Inc., Canton, Massachusetts (Plymouth Rubber Tile); David E. Kennedy Inc., New York (Kennedy Soft Tile Floors); Kleistone Rubber Company Inc., Warren, Rhode Island ("Kleistone Rubber Tile"); Murray Rubber Company, Trenton, New Jersey ("Murraco" Rubber Floor Tile).

The "Imperial Sanitary Floor," a composition material easily applied in plastic form over any kind of floor, is the product of the Imperial Floor Co., Rochester, N. Y.

Building Hardware

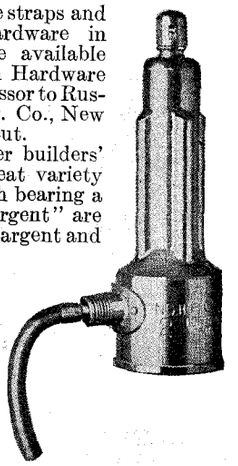
For the tasteful adornment of building exteriors and interiors there is an infinite variety of attractive hardware. The Copper and Brass Research Association of New York provides the results of research and names of manufacturers making solid brass and bronze hardware.

A complete selection of building hardware, including Pomperian finishes in bronze, brass and nickel and polychrome finishes, period locks, handles, knobs, bolts, hinges, etc., is included in the products of P. & F. Corbin, New Britain, Connecticut.

"Russwin" distinctive builder's hardware, including artistic designs of every school for residences and commercial buildings, colonial hinge straps and wrought iron hardware in great variety, are available from the American Hardware Corporation, successor to Russell & Irwin Mfg. Co., New Britain, Connecticut.

Locks and other builders' hardware in a great variety of design and finish bearing a trade-mark of "Sargent" are manufactured by Sargent and Company, New Haven, Connecticut.

Wrought brass, wrought bronze and wrought steel building hardware, including special garage hardware, are specialties of The Stanley Works, New Britain, Conn.



Courtesy of the Hoffman Specialty Company

● A radiator valve that locks out the air and permits the steam to circulate more rapidly through the pipes.

Hinges of wrought brass, bronze and steel have long been specialties of the McKinney Manufacturing Company of Pittsburgh, while spring hinges, pivots, latches and fittings for public buildings are offered in many designs by the Bommer Spring Hinge Company of Brooklyn, New York.

Hand-wrought iron hardware is specialized by the W. Irving Forge Inc., New York. Colonial forged hardware is obtainable from the Chimney Rock Forge Company, Asheville, North Carolina, and Myron S. Teller, Kingston, New York.

A complete line of building hardware, including "Yale Locks," is the offering of the Yale & Towne Mfg. Company, Stamford, Conn., and also door closers and devices through its Norton Door Closer Company division.

William H. Jackson of New York not only supply garden furniture and fireplace equipment but also ornamental iron work.

Modernism in Plumbing Fixtures

In few departments of home equipment and decorative treatment has there been a more complete revolution than in the modern bathroom, kitchen or laundry. Utilitarian values have been increased, artistry of design perfected, and decorative transformation made.

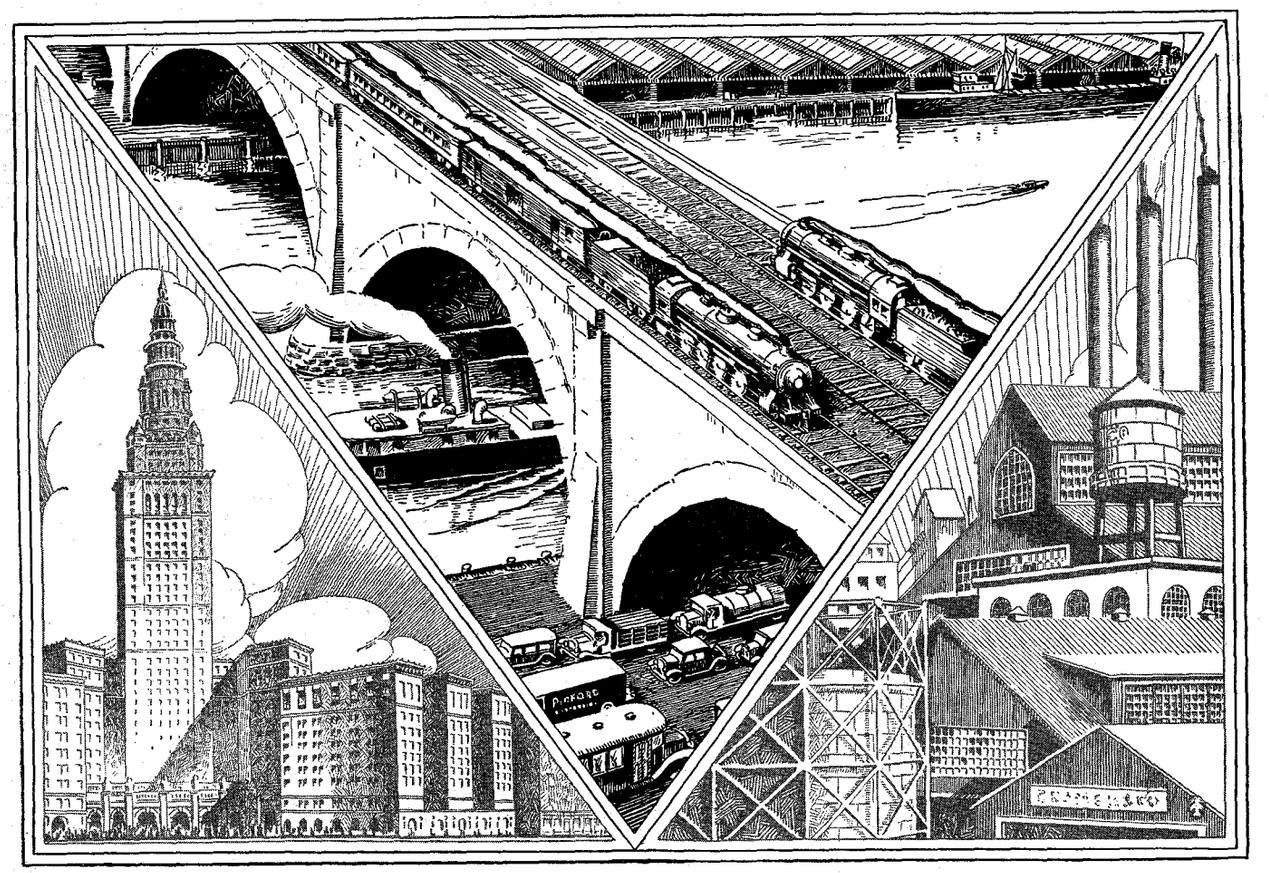
Kohler of Kohler plumbing fixtures are provided in a wealth of grace and beauty, including enamel and vitreous china finished in white and in dainty pastels, including Tuscan, spring green, horizon blue, lavender, autumn brown, old ivory and West Point gray. Kohler enamel is made from an exclusive formula and Kohler china sculptured for beauty and service. Kohler metal fittings in chromium, nickel or gold are engineered for efficiency. Kohler products are made in the model industrial town of Kohler, Wisconsin.

"Standard" plumbing fixtures of the Standard Sanitary Manufacturing Company—American Radiator Corporation—offer a wide selection for bathroom, lavatory, kitchen or laundry, fashioned in enamel, vitreous china and brass. They provide decorative colors. Closet seats, bathroom stools and dressing benches are supplied in 18 colors, 9 in mother-of-pearl effects and 9 plain colors.

Enameled and vitreous china lavatories in a variety of designs; enameled and porcelain bathtubs, showers, toilets, porcelain service sinks, porcelain infants baths, kitchen sinks, drinking fountains are products of The Crane Company, Chicago, Illinois. In addition Crane Valves for radiators and all other purposes, gages

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

AMERICAN SHEETS



Build More ENDURING QUALITY Into Your Construction and Transportation

AMERICAN Steel Sheets are built upon these basic and essential elements:

Research, which is constantly functioning through the laboratories.

Correct Materials, which must pass stringent experimental tests.

Exacting Manufacture, that is closely controlled and is combined with skilled craftsmanship.

Successful experience extending over many years has shown that these rigid standards build lasting walls of reputation and proven worth—AMERICAN Quality. Supplied in Black and Galvanized Sheets, Automobile Sheets, Special Sheets, and Tin and Terne Plates for all known purposes. When KEYSTONE Copper Steel is used, it assures maximum endurance and resistance to rust. The excellence of this alloy has been established by time and service. Sold by leading metal merchants.

KEYSTONE COPPER STEEL — AMERICAN — SHEET AND TIN PLATE COMPANY — PITTSBURGH — TRADE MARK REG. U.S. PAT. OFF.

American Sheet and Tin Plate Company

GENERAL OFFICES: Frick Building, PITTSBURGH, PA.

SUBSIDIARY OF UNITED STATES STEEL CORPORATION

PRINCIPAL SUBSIDIARY MANUFACTURING COMPANIES

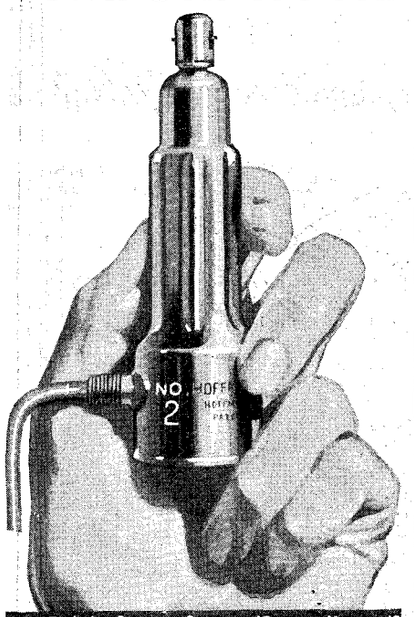
AMERICAN BRIDGE COMPANY
AMERICAN SHEET AND TIN PLATE COMPANY
AMERICAN STEEL AND WIRE COMPANY
CARNEGIE STEEL COMPANY
COLUMBIA STEEL COMPANY
CYCLONE FENCE COMPANY
FEDERAL SHIPB'LDG. & DRY DOCK CO.
ILLINOIS STEEL COMPANY
NATIONAL TUBE COMPANY
THE LORAIN STEEL COMPANY
TENNESSEE COAL, IRON & RAILROAD CO.
UNIVERSAL ATLAS CEMENT COMPANY

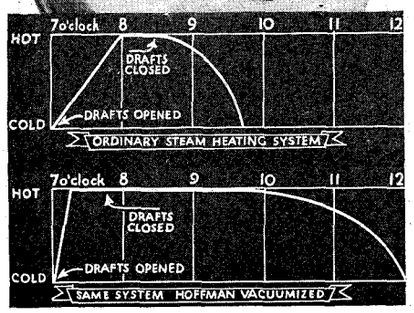
Pacific Coast Distributors—Columbia Steel Company, Russ Bldg., San Francisco, Calif.

Export Distributors—United States Steel Products Company, 30 Church St., New York, N.Y.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Let this valve increase your COMFORT HOURS





Guardian of your comfort and fuel

Why shiver in the morning or after fires are banked at night? No. 2 Hoffman Vacuum Valves on steam-heated radiators bring warmth and comfort to these hours. And so simple is the installation of these valves that your heating contractor can do it in a few hours—without even putting out the fire.

You'll surely appreciate these extra hours of warmth. Radiators heat in 15 minutes after drafts are opened, and hold their heat for hours after fire is checked. For these valves *vacuum-seal* your heating system—locking out air, the "Heat Thief". In this vacuum, water boils at a very low temperature and steam speeds through air-free pipes to give quick and lasting heat.

And because your fire needs less frequent feeding, fuel costs are reduced as much as one-third.

Only Hoffman Valves have the patented *double air lock*. Ask your contractor about them today—or write for free booklet. Hoffman Specialty Co., Dept. L. D.-10, Waterbury, Conn.

HOFFMAN
No. 2 Vacuum Valves
for one pipe steam systems

and pipe fittings are long-established specialties of this company.

Since 1828 Mott Plumbing Fixtures have been manufactured by the J. L. Mott Company Inc., with present headquarters at Trenton, New Jersey. Bathroom equipment is supplied in Mott Vitreous China, Mott Enameled Iron and "Chromott" brass. Special fixtures for hospitals, schools, industrial buildings, and public buildings are included in the Mott line.

Mueller bronze faucets and fixtures together with vitreous bathroom ware, bronze valves, reducing and regulating valves for water, steam or gas, oil, automatic systems of hot water heat control are important among the products of the Mueller Company of Decatur, Illinois, manufactured to highest pressure standards under strict laboratory control.

"Church Sani Seats" are supplied in two types and a variety of designs by the C. F. Church Manufacturing Company, Holyoke, Massachusetts. Church Sani White Toilet Seats are made of selected hardwood with sheathing welded over the seat. Church Sani Black Toilet Seats for public buildings have outer casing and core vulcanized under 110 tons' heat pressure.

"Whale-Bone-Ite" seat with hardwood core, Pyroxyline insert and pyrolin sheet covering are made by the Brunswick-Balke-Collender Company, Chicago. "Zundel Natural Posture" closet seats are products of Zillzun, Inc., Chicago, and hard rubber and wood toilet seats are made by Never-Split Seat Company, Evansville, Indianapolis. Self-ventilating closets are obtainable from the Abingdon Sanitary Manufacturing Company, and "Stasco" seats are a product of the Standard Tank and Seat Company, Camden, New Jersey.

Maddock toilets, washstands and bidets, in white or blentone, are products of Thomas Maddocks Sons Company, Trenton, New Jersey, a division of the American Radiator-Standard Sanitary Corp.

Kernerator Incineration with gas or oil heating are products of the Kerner Incinerator Company, Milwaukee, Wisconsin.

"Te-pe-co" all-clay plumbing fixtures for bathrooms, toilets, kitchens, or laundries are products of the Trenton Potteries Company of Trenton, New Jersey; whose specialty is the improved quiet Si-wel-clo toilet.

Bathroom showers in various designs for all types of buildings together with combination fixtures are specialties of the Speakman Company, Wilmington, Del.

Royal Flush Valves for toilets and slop sinks are products of the Sloane Valve Company, Chicago.

Wolff plumbing fixtures are made by the Wolff Company, Chicago.

Copper and Brass Pipe

"Copper and brass pipe are made in many sizes, weights and mixtures for all purposes. They cost more than corrodible pipe, but are in general superior," says the Copper and Brass Research Association of New York, which is engaged in research in building service in connection with copper, brass, and bronze. Among the association's publications are "Brass Pipe and Health," "Practical Brass Pipe Plumbing," etc. "Brass pipe gives a clean, pure, wholesome, full flow of water—gives it for generations—because for durability in water-supply service it is unequaled."

"Copper is used for service pipes from water mains to buildings, because it is easy to install and eliminates rust troubles and replacement."

Anaconda brass, copper and nickel or chromium plated brass pipe in various alloys are manufactured by the American Brass Company, Waterbury, Connecticut.

Bridgeport Plumrite brass pipe, brass, bronze and copper tubes are the output of the Bridgeport Brass Company, Bridgeport, Connecticut.

Alpha Brass Pipe and Chase Flexible Copper Water Tubing are included in the output of the Chase Brass and Copper Company, Waterbury, Connecticut.

Various kinds of brass and copper pipe are made by the T. E. Conklin Brass and Copper Company, New York; Foster Wheeler Corporation, New York; Rome Brass & Copper Company, Rome, New York; C. G. Hussey & Company, Pittsburgh, Pennsylvania; Mueller Company, Decatur, Illinois; New England Brass Company, Taunton, Massachusetts; Scoville Manufacturing Company, Waterbury, Connecticut; Wolverine Tube Company, Detroit, and by six subsidiary companies of the Revere Copper & Brass, Inc., Taunton, Massachusetts.

Wrought-Iron Pipe

Wrought iron contains throughout its texture siliceous slag filaments, giving it high resistance to rust and corrosion.

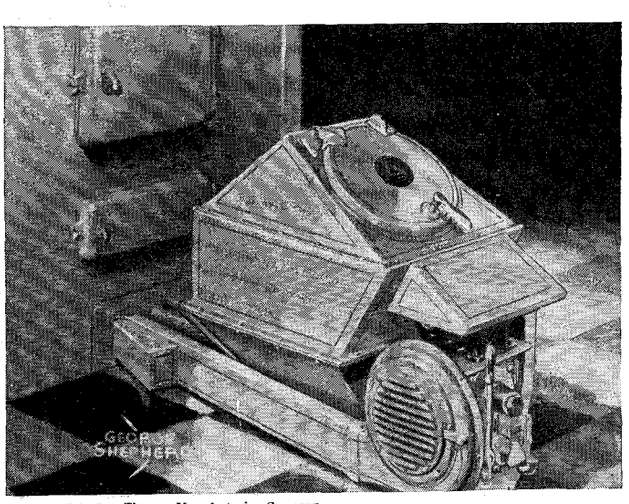
Genuine wrought-iron pipe, couplings and nipples, designated Byers Pipe, Couplings, Nipples, etc., are products of the A. M. Byers Company of Pittsburgh. Reading Genuine Puddled Wrought Iron Pipe, etc., is the output of the Reading Iron Company, Reading, Pennsylvania.

Steel Pipe

Steel pipe with a copper content, designated Cop-R-Loy Pipe, is a recent product of the Wheeling Steel Corporation of Wheeling, West Virginia. Copper alloy and steel pipe are manufactured by the Jones and Laughlin Steel Corporation, Pittsburgh. Republic Copper-bearing Steel Pipe, Wrought and Welded Steel Pipe, and Toncan Copper Molyb-den-um Iron Pipe are types produced by the Republic Iron and Steel Company, Youngstown, Ohio. The Youngstown Sheet and Tube Company, Youngstown, Ohio, among numerous products, provides a large variety of pipe as does National Tube Co., Pittsburgh, Pa., and A. O. Smith Corporation, Milwaukee, Wis.

Cast-Iron Pipe

Cast-iron pipe which has effective resistance to rust is used most extensively for water, gas, culverts, and for industrial purposes. Information on cast-iron pipe is supplied by the Cast-Iron Pipe Research Association of Chicago, Illinois, with the "Q-check" trade-mark for the products of its member companies.



Courtesy of the Iron Fireman Manufacturing Company

● Home Model Automatic Coal Stoker (Bituminous Coal).

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Paints–Varnishes–and Other Finishes

In no class of building requisites is there a more excellent and ample choice than in the field of interior and exterior finishes. We list below some of the products which contribute to preservation of beauty.

Two important associations are interested in this great industry. The National Paint, Oil and Varnish Association, Inc. of New York, now in its forty-third year, including fifteen hundred members, is engaged in promoting the welfare and ethics of the industry. The American Paint and Varnish Manufacturers Association, Inc., affiliated with the parent organization, represents two hundred manufacturers and promotes the interests of the public and the industry.

For wood, metal, brick and concrete the use of aluminum paint is growing rapidly. Albron Aluminum Bronze Powder for paint is a product of the Aluminum Company of America, Pittsburgh, this pigment being mixed with a suitable vehicle under specifications outlined by the manufacturers.

Enamels, paints, lacquers and calking, pointing and glazing compounds bear the "Arco" trade name of the Arco Company, Cleveland, Ohio.

"Berrycraft" finishes, comprising architectural finishes, paints, varnishes, stains, enamels, lacquers, shellac, etc., are products of Berry Brothers, Inc., Detroit, Michigan.

Paints, varnishes, stains, enamels, dampproof and rust preventive coatings and technical products, including U. S. Deck and Marine Paints, are specialties of the Billings-Chapin Company, Cleveland, O.

"Kyanize" paints and varnishes are products of the Boston Varnish Company, Boston, Massachusetts.

Shingle stains and wood preservatives are specialized by Samuel Cabot, Inc., of Boston, Massachusetts.

A full assortment of interior and exterior paint, enamel, stain and varnish products are obtainable from the Certain-teed Products Corporation, New York.

"Sunflex" flat wall paint and "Craftex" the original plastic paint are specialties of the Craftex Company, Boston.

Creo-Dipt shingle stains are among the products of the Creo-Dipt Company, Inc., of North Tonawanda, New York.

For exposed metal and as protection against corrosive gases, graphite paint has advantages. Among the manufacturers are the Joseph Dixon Crucible Company, Jersey City, New Jersey, makers of Dixon's Industrial Utility and Floor Paint and a line of graphite and other paints under the "Degraco Paints" trade-mark by the Detroit Graphite Company, Detroit, Michigan.

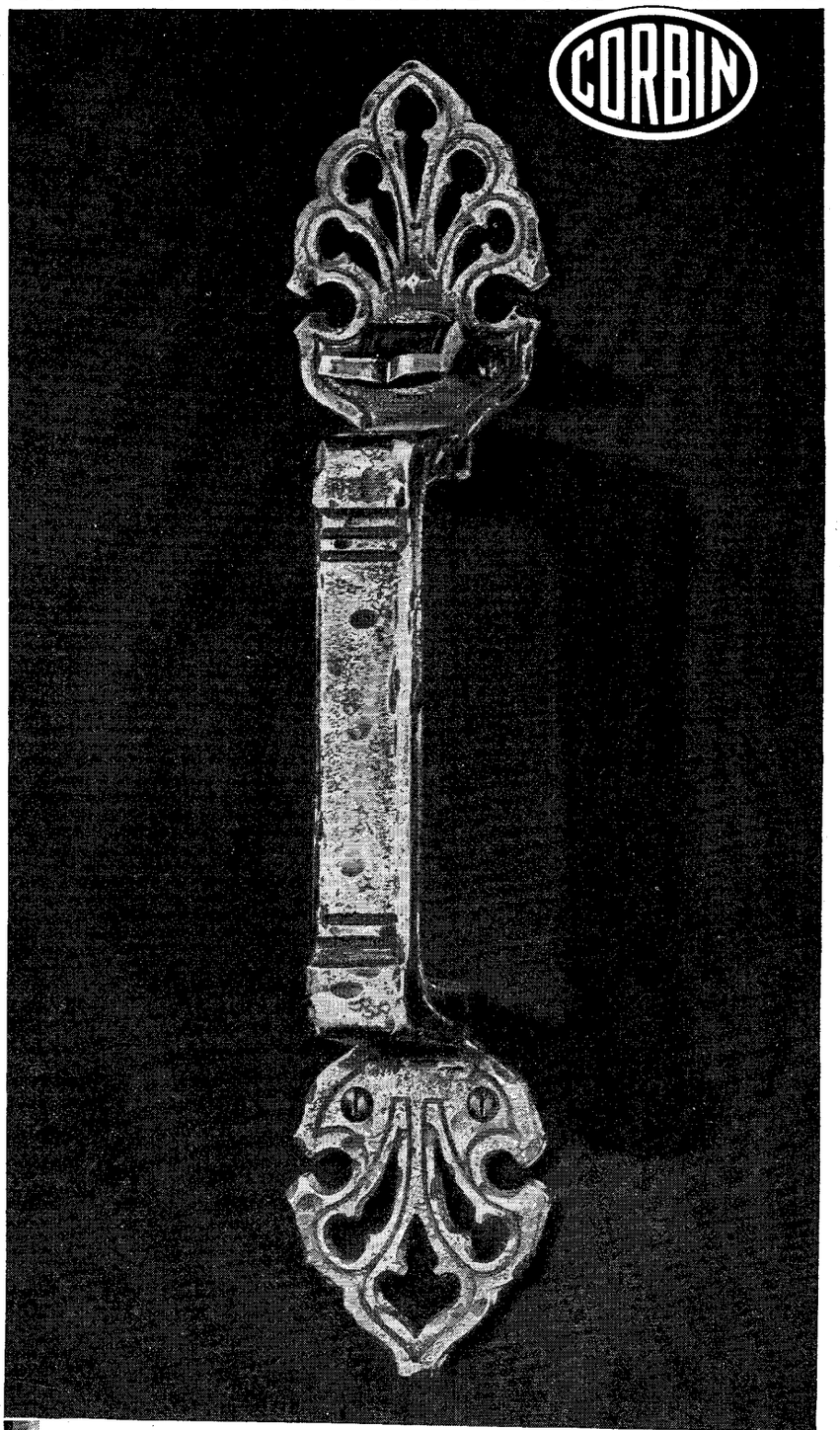
Rogers Brushing Lacquer is a product of the Detroit White Lead Company, Detroit, Michigan.

Founded in 1754, the first American paint maker, Devoe & Raynolds Company, Inc., Brooklyn, New York, are manufacturers of a complete variety of tested outside and inside paint and varnish products, enamels, lacquers, stains, wax, wood fillers, technical paints, artists' materials, paint accessories, etc.

An extensive selection of finishes for buildings and other purposes bearing the DuPont trade-mark of the E. I. DuPont

Three generations have trusted this name

GOOD BUILDINGS DESERVE GOOD HARDWARE



• *Pamplona Design, Entrance Door Handle* •

P. & F. CORBIN SINCE 1849 NEW BRITAIN, CONN., U. S. A.

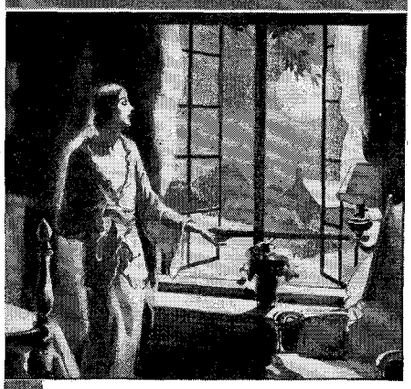
The American Hardware Corporation, Successor

NEW YORK CHICAGO PHILADELPHIA

Makers of the world's most complete line of builders' hardware

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

To HOME BUILDERS And HOME OWNERS



ROLLING SCREENS

WHEREVER discerning home planners seek the utmost in comfort, convenience and beauty, Higgin Rolling Screens are chosen.

Handsome yet unobtrusive . . . as easily manipulated as are window shades . . . providing maximum window area for light and ventilation . . . they give increasing satisfaction throughout years of service.

There *is* a difference in screen construction and screening service. Higgin Endurated all-metal Screens of any type — rolling, sliding or swinging — represent supreme screen quality.

How you can best screen any opening is told in the Higgin Screen Book, incorporating our 37 years' national experience in this work. Write for your copy — no obligation is involved.

ENDURATED — The exclusive Higgin design and construction which insures utmost quality and enduring service.

ENDURATED

HIGGIN ALL METAL SCREENS

THE HIGGIN MANUFACTURING CO.
Newport, Kentucky.
Please send me the Higgin Screen Book.

NAME
ADDRESS
L-021 STATE

CRAYOLA

The favorite colored crayon in homes and schools everywhere. For drawings, maps, charts, CRAYOLA is the accepted standard. Costs 10c (and up) at all dealers.

FOR CHILDREN

A fascinating Drawing Book. Stories of famous heroes and heroines. Full page pictures to color with CRAYOLA. Mail the coupon today!

BINNEY & SMITH CO. L.D.-2-7
41 E. 42nd St., New York, N.Y.
Please send the CRAYOLA Drawing Book to
Name
Address
I enclose 10c to cover cost of handling.

De Nemours & Company, Inc., Philadelphia, includes DuPont Duco, Prepared Paint, Flow Kote Enamel, Flat Wall Paint, Elastic Wall Primer, White Enamel, Undercoat, Kromate Metal Primer, Antoxide (rust inhibitive), Du-Lite (mill white), Floor and Deck Enamel Paint; Wheelers Paste Wood Filler, Stains, Wax, Wonderlac and various varnishes.

"Ripolin" enamel products and an extensive selection of varnishes and paints are obtainable from the Glidden Company of Cleveland, Ohio.

Nitrocellulos Lacquer is produced by the Hercules Powder Co., Wilmington, Del.

Lucas paint products, including finishes for all exterior and interior requirements with the services of an architectural division, are provided by John Lucas and Company, Inc., Philadelphia.

Lowe Bros. Company of Dayton, Ohio, manufacture a variety of paints and varnishes.

For many years the John W. Masury & Sons Company, New York, has produced a complete line of paints and varnishes.

Varnishes and enamel products have been produced for the past sixty-five years by the Murphy Varnish Company of Newark, New Jersey.

"Dutch Boy," white lead, dry and in oil, red lead, dry, in oil or liquid, linseed oil, raw and boiled, and flatting oil for the protection and decoration of wood, plaster, masonry and metal are products of the National Lead Company, New York.

Paint pigments, including zinc oxid, "Albalith," "Crypton" zinc sulfid and metallic zinc powder, are manufactured by the New Jersey Zinc Company, New York.

"Chi-namel" and paints form the output of the Ohio Varnish Company, Cleveland, Ohio.

"Bonderite" for rust-proofing is made by the Parker Rust Proof Company, Detroit, Michigan.

"Pee-Gee" paints are specialties of Peaslee-Gaulbert, Louisville, Kentucky.

Paints, varnishes, lacquers and brushes for all purposes are included in the output of the Pittsburgh Plate Glass Company, Pittsburgh, Pennsylvania.

A full selection of varnishes, enamels and lacquers are manufactured by Pratt & Lambert, Inc., Long Island City, New York, with eighty years' experience in the wood-finishing field.

Upward of seventy-five distinct products in paints, varnishes, stains, enamels, fillers, driers, waxes, polishes, cleansers, disinfectants and insecticides are included in the line manufactured by the Sherwin-Williams Company, of Cleveland, for sixty years makers of building finishes.

Floor treatments, waterproofing materials, decorative and technical paints are produced by L. Sonneborn Sons, Inc., New York.

"Elastica" varnishes, "Satinette" enamels, "Koverfloor" super-resistance finish, "S. V. W." house and wall paints are made by the Standard Varnish Works, New York.

A complete line of outside and interior paints are manufactured by the Tropical Paint and Oil Company of Cleveland, Ohio.

Paints, varnishes, enamels, and maintenance products are among the output of the Truscon Laboratories, Detroit, Mich.

"Barreled Sunlight" priming coats, gloss, semi-gloss, and eggshell flat, chemie enamel and rices acoustolight and flow-on for residential and industrial purposes are products of the U. S. Gutta Percha Paint Company, Providence, Rhode Island.

A complete assortment of "Four Hour" varnishes, enamels, undercoats, fillers; Valspar varnish, Valspar house, porch, floor, flat-wall, roof and barn paint, Valspar stains, enamels, lacquer Val-Enamel, Val-Enamel Undercoat, Val-Primer, Val-Filler, Satenamel, Valserment, Superfine Japan Colors and Hour Valspar clear and in colors are products of Valentine & Company, New York.

Paints and varnishes are specialties of Wadsworth, Howland & Company of Boston, Massachusetts.

Modern Lighting

Scientific, effective and healthful lighting form some of the broad research and educational activities of the National Electric Light Association of New York. Standards of construction for electrical supplies and apparatus in buildings are available to builders from the National Electrical Manufacturers Association, New York. The appeal of copper and brass in lighting fixtures is furthered by the Copper and Brass Research Association, New York.

Mazda lamps are made by several manufacturers, among the largest being the Edison Mazda Lamp, National Mazda Lamps, and General Electric Mazda Lamps, products of the General Electric Company, Cleveland, Ohio, and the Westinghouse Lamp Works with headquarters in N. Y.

A large variety of sockets, shades, reflectors, diffusers and other lighting equipment applicable to industrial and home installation are specialties of the Benjamin Electric Manufacturing Company, Des Plaines, Illinois.

Curtis Period Luminaries of bronze, iron or compone, eye comfort luminaries, concealed lighting equipment, etc., are some of the activities of Curtis Lighting, Inc., with engineering departments in Chicago and New York.

Floodlighting projectors, wiring devices and the like are products of one of numerous departments of the General Electric Company's plant at Schenectady, New York.

Enclosed and semi-enclosed lighting units, interphone systems and electrical appliances for home, office, or industry are marketed by the Graybar Electric Company, New York.

"Permaflectors," silver-plated glass reflectors with permanent reflecting surfaces for churches, theaters, showrooms, stores, auditoriums, floodlighting, etc., are specialties of the Pittsburgh Reflector Company, Pittsburgh, Pennsylvania.

"Celestialite"—next to daylight, is the illuminating system made available by the Gleaston-Tiebout Glass Company, Brooklyn, New York, with a wide assortment of crystal, opal, polycase, and celestialite lighting glassware.

The lighting division of the Macbeth-Evans Glass Company of Charleroi, Pennsylvania, through its laboratories has evolved "Galax," a new idea in illuminating glass.

Modern art lighting fixtures together with plain and ornamental commercial units are produced by the Beardslee Chandelier Manufacturing Company, Chicago.

Distinctive lighting fixtures are products of Victor S. Pearlman & Co., Chicago.

Illuminating engineering and the manufacture of scientific lighting equipment are the activities of the Holophane Company, Inc., New York.

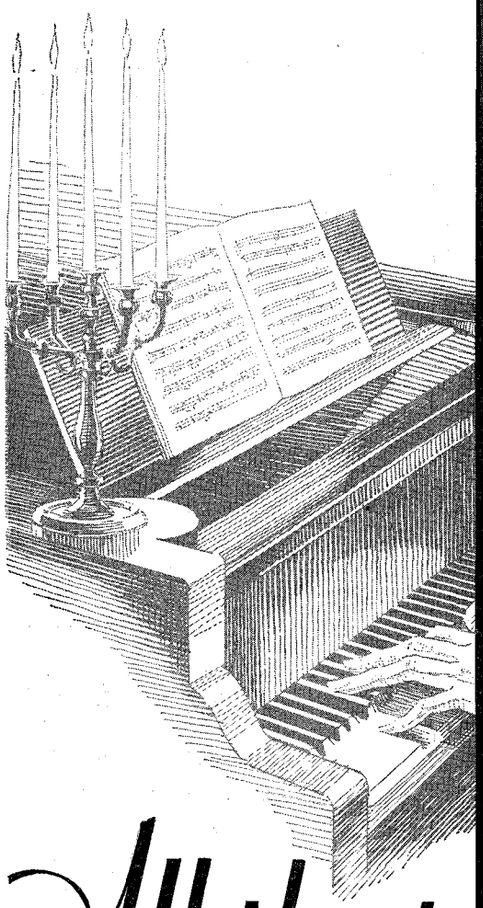
Commercial, residential and special lighting fixtures are obtainable from the Mitchell Vance Company, Inc., Brooklyn, New York.

Home and industrial lighting fixtures are made by the Sterling Bronze Co., New York.

Scientific commercial lighting, "Sollux Luminaries," "Sollaire" and "Sollite" units, kitchen units, floodlighting outdoor lighting equipments are some of the products of the Westinghouse Electric & Manufacturing Company, Pittsburgh, Pennsylvania.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

No. 14 Multi-Record Radio. 10 tubes. Plays a dozen 10 or 12-inch records one after the other, changing them automatically. Provision for future connection of Electrical Remote Control. Genuine walnut cabinet.



All that The MUSIC INTENDS

"There Is Nothing Finer Than a Stromberg-Carlson"

STROMBERG-CARLSON gives you the full beauty of every musical composition. Each note—each subtle shading in tone—from low bass to high treble, comes in with living, fascinating naturalness.

Large enough to provide adequate "baffle area" and accurately made in every detail, a Stromberg-Carlson builds exactly the tone picture that the artists—and the composers back of them—intend you to have. Your ears and nerves relax to the restful enjoyment of fine music truly WELL played, increasing your loyalty to Stromberg-Carlson more and more as time goes on.

Ask your dealer to demonstrate the Radio with "FULL DIAL EFFICIENCY,"—that gives uniform performance on every one of the 95 broadcast channels. Hear the Stromberg-Carlson, whose tone carries the enthusiastic endorsement of music lovers everywhere!

The Stromberg-Carlson Hour Monday Evenings in a Coast-to-Coast Broadcast over the N. B. C. Blue Network and Associated Stations.

Stromberg-Carlson unsurpassed quality Receivers range in price from $155 to $369. The Multi-Record Radio, (automatic radio-phonograph combination, electrical) $645. (Prices, less tubes, East of Rockies.) They may be purchased with moderate down payment out of income. Learn your dealer's address from your telephone directory.

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

1894 **Stromberg-Carlson** 1931

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

LAME BACK? —Lumbago?

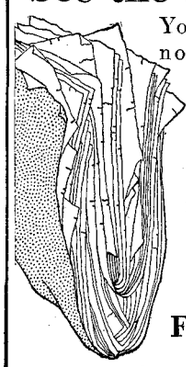
HE: *I'll never be able to work today with this pain in my back.*

SHE: *Here, pat on Sloan's Liniment. It eases backache for me in 5 minutes.*

. . . IF you want to relieve lame back *quickly,* pat on Sloan's Liniment. Sloan's brings a rush of fresh blood to the sore spot. Drives out that terrible pain. You don't need to rub. Sloan's *warms like sunshine* when just patted on. Used in 13 million homes. Get a *fresh* bottle from your druggist today. Only 35¢.

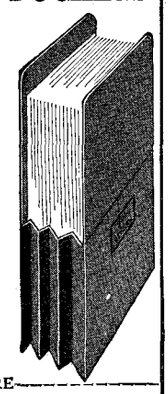
SLOAN'S Liniment

See the Difference



Your filing system is no better than the containers you use. Flat manila folders will result in disorder, lost papers, and time-wasting inefficiency.

Vertex
VERTICAL-EXPANDING
FILE POCKETS



on the other hand will expand as the papers increase and hold thirty or three hundred letters as easily as three. Index tabs are always visible. Filing is easy and finding easier. Let a sample pocket demonstrate this in your own files.

Send the coupon below. There is no obligation to users of vertical files.

——————CUT HERE——————

Please send me for trial in my files a free sample of the Bushnell Paperoid "VERTEX" File Pocket, as described in February 7, 1931, Literary Digest.

Name of Firm.....

Address.....

Name and Position of Person Inquiring.....

.....

Letter Size or Legal Size Desired?.....

To ALVAH BUSHNELL CO., Dept. D.
13th & Wood Streets Philadelphia, Pa.

Refrigeration Advance

Automatic refrigeration under thermostatic control is receiving wide acceptance by the public. These refrigerators operate by electricity or gas, and one by oil for remote homes.

Frigidaire electric refrigerators, finished in porcelain on steel, form a complete line of dependable and economical household models. They represent advanced ideas on refrigeration and typify precise engineering and manufacturing skill. Also, electric room coolers, electric water coolers and a selection of coils and compressors for commercial refrigeration purposes, manufactured by Frigidaire Corporation, Dayton, Ohio, subsidiary of General Motors.

General Electric All-Steel refrigerators for home and commercial requirements are supplied in nearly a score of sizes and models by the General Electric Company of Cleveland, and are designed to occupy little space; eliminate exposed moving parts; to require no attention; to eliminate servicing to a minimum and to provide constant refrigerating temperatures at low cost.

Automatic electric refrigeration for domestic, commercial and industrial installations with a variety of refrigerator sizes and styles is provided by the Kelvinator Electric Refrigerator, manufactured by the Kelvinator Sales Corporation, Detroit, Michigan, the oldest manufacturer of electrical refrigeration for home use. Kelvinator condensing units are made in a wide range of sizes, and cooling units are compact in design and construction.

The latest electric refrigerator to enter the market is the Westinghouse, "completely balanced refrigerator," a product of twelve years' scientific research by the engineering staff of the Westinghouse Electric and Manufacturing Company of Mansfield, Ohio. The refrigeration unit is completely assembled on one base. Motor, compressor, and oil supply are hermetically sealed.

"Electrolux" gas refrigerators and water-coolers, product of the Servel Sales, Inc., of Evansville, Indiana, are supplied in numerous sizes. They are absorption refrigerators and operate on a new principle of refrigeration. Gas supply is under thermostatic control. The same manufacturer produces Servel Electric Refrigerators—a new model having been recently brought out.

Majestic Electric Refrigerators of steel with broom-high legs, concealed units, hermetically sealed, are made in two models by the Grigsby-Grunow Co., Chicago.

The Copeland Electric Refrigerator is manufactured by the Copeland Sales Co., of Mt. Clemens, Mich.

Williams Ice-O-Matic refrigeration in two domestic sizes and commercial installations up to 1,500 pounds melting ice equivalent are among the products of the Williams Oil-O-Matic Heating Corporation of Bloomington, Illinois.

Electric refrigerators and water-cooling systems are products of the Welsbach Company of Gloucester City, New Jersey and the Wayne Home Equipment Company of Fort Wayne, Indiana.

For homes without electricity or gas a kerosene oil burning refrigerator named the "Superfex" is made by the Perfection Stove Company of Cleveland, Ohio.

Some Refrigerators for Ice

Among leading ice refrigerators are Bohn Syphon, manufactured by the Bohn Refrigerator Company, St. Paul, Minnesota.

Jewett Solid Porcelain Refrigerators, Jewett Refrigerator Co., Buffalo, N. Y.

Leonard All-Steel Refrigerators, Leonard Refrigerator Co., Grand Rapids, Mich.

McCray Refrigerator, McCray Refrigerator Sales Corporation, Kendallville, Ind.

Seeger Refrigerator Co., St. Paul, Minn.

I WANT MY-MOTHER!

NEXT to a mother, the best friend a dog can have is an owner who knows Sergeant's Dog Medicines and knows how to use them.

The medicines most needed at this time of year are: Sergeant's Special Medicine for the reduction of fever in puppies and dogs, and Sergeant's Condition Pills, a tonic, alterative, and for loss of appetite.

A Famous Dog Book Free

For complete information on how to care for your dog, diagnose his ailments, administer treatments, feed him properly . . . write for your free copy of Sergeant's Dog Book. 48 pages of information that every dog owner needs. Contains "Symptom Chart" and many pictures. Get your copy. It may save your dog's life. IT'S FREE.

Give your dog Sergeant's Dog Food, the complete ration that contains plenty of freshly cooked beef. It builds health and stamina.

Our veterinarian will give you *free* advice about your dog's health. Write him fully.

POLK MILLER PRODUCTS CORP.
1824 W. Broad St.
Richmond, Va.

Sergeant's DOG MEDICINES
"A MEDICINE FOR EVERY DOG AILMENT"
Sole Canadian Agents: Fred J. Whitlow & Co., *Toronto*

COLLEGE COURSES AT HOME

Carry on your education. Develop power to initiate and achieve. Prepare for college. Earn credit toward a Bachelor degree or Teaching Certificates *by correspondence.* Select from 450 courses in 45 subjects, including English, Mathematics, History, Education, Psychology, Economics, the Languages, etc. Write for catalog.

University of Chicago
519 ELLIS HALL CHICAGO, ILL.

LAW Free Book

Write today for FREE 64-page book, **"THE LAW-TRAINED MAN"**, which shows how to learn law in spare time through the Blackstone home-study course prepared by 30 prominent legal authorities, including law school deans, lawyers, and U. S. Supreme Court justices. Combination text and case method of instruction used. All material necessary furnished with the course, *including* elaborate 25-volume law library, which is delivered immediately upon enrollment. Many successful attorneys among our graduates. LL.B. degree conferred. Moderate tuition, low monthly terms. Money-Back Agreement.

Write for free book today
BLACKSTONE INSTITUTE, 307 N. Michigan Ave. Dept. 32, Chicago

New Way to Sharpen Razor Blades!

Instead of merely stropping your razor blades, you can now actually re-sharpen them—with a Keenex Edge-Grinding Razor Sharpener. Nothing like it ever before on the market! A real sharpener—not just a stropper! Actually grinds and polishes off the edge of the blade. Makes a dull blade so sharp it will split a hair. All done in 20 seconds! Use it once a week and you'll always be sure of an easy shave. Unconditionally guaranteed for 5 years—but lasts a lifetime. Pays for itself several times over in cost of blades. Sold by Dealers or direct. Write today for Trial Offer.

THE KEENEX RAZOR SHARPENER CO.
3273 Monroe St. Toledo, Ohio

WRITE for TRIAL OFFER

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

City Conveniences for Country Homes

No longer are the conveniences of city or suburban homes or apartments denied dwellers beyond the reach of gas or water mains and electric-power lines. Dependable and economical electric-light plants, water systems, gas service, and oil-heating have brought urban comforts to distant places.

The Kohler Automatic Electric Plant, manufactured by the Kohler Company, Kohler, Wisconsin, furnishes automatic electric service for country homes. The Model "D" 1500-watt, 110-volt type meets the requirements of the average-size home. This type starts automatically when the first lamp is turned on, and stops when the last electrical device is turned off.

"Delco"-Light Plants, battery, non-battery, automatic, semi-automatic and combination, and "D-L" belt driven, automatic electric water systems for wells, cisterns, lakes, etc., also gas making apparatus are made by the Delco-Light Company, Dayton, Ohio, subsidiary of General Motors Corporation.

"Homelite" is a portable electric-lighting outfit for small houses, farms, etc., manufactured by the Homelite Corporation, Port Chester, New York.

"Pyrofax" gas service for homes not served by city gas is supplied in tanks for cooking and other domestic purposes by the Pyrofax Division of the Carbide and Carbon Chemicals Corporation, New York, unit of the Union Carbide and Carbon Corporation. Six hundred plants, warehouses and sales offices of this corporation and associated companies are available.

Philgas Service of the Philfuels Company, a subsidiary of the Phillips Petroleum Company, New York, consists of a liquefied petroleum gas which is distributed by tank trucks to homes beyond city gas service.

Pressure water systems for country homes, source of water being cisterns, wells, lakes, etc., are designed to afford the conveniences of town or city mains.

A variety of automatic home water systems and other water-supply machinery are among the products of the Fairbanks, Morse & Company of Chicago.

Kewanee water-supply systems, sewerage disposal systems and electric-lighting systems are specialties of the Kewanee Private Utilities Company, Kewanee, Illinois. The Dayton Pump and Manufacturing Company of Dayton, Ohio, supply various sizes of home water-pressure systems, and pumps for deep and shallow wells, etc.

Water-supply systems, Paul Water Softeners, Paul Electric Water Heaters are products of the Fort Wayne Engineering & Manufacturing Company, Fort Wayne, Indiana. Deming Hydro-pneumatic Systems for various services are manufactured by the Deming Company, Salem, Ohio, and in the same city by the Duro Company. Deep and shallow well pumps, pneumatic and open-tank water-supply systems are made by F. E. Myers & Bro. Company, Ashland Ohio. Among its extensive line of pumps Goulds Pumps, Inc., of Seneca Falls, New York, manufacture automatic systems for country and suburban homes.

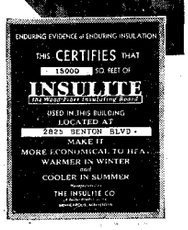
Electric plants for country homes are manufactured by D. W. Onan & Sons, Minneapolis, Minn.

Courtesy John Manville Co.

● Varied Treatments May be Given Asbestos Shingles

YOUR HOME

SUPPOSE YOU HAVE TO SELL IT . . .
WILL IT BRING WHAT IT'S WORTH?



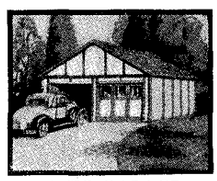
SOMEDAY . . . your needs, or circumstances, may make it necessary for you to sell your home. Will you find a ready buyer? Nowadays, home buyers demand efficient insulation. That's the reason for the Insulite Metal Plaque. It is enduring evidence of the efficient insulation built into your walls.

A scientific count shows that every square foot of Insulite insulation contains more than 3,000,000 wood-locked air cells . . . and it's these wood-locked dead air cells that make for thermal insulation efficiency. Think of it . . . 3,000,000 tiny, wood-locked, air cells protecting each square foot of your home against cold and dampness, resisting the passage of heat, and absorbing noise . . . that's real efficiency.

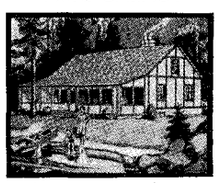
Insulite used as sheathing replaces non-insulating materials, and has several times the bracing strength of lumber horizontally applied. As a plaster base, Insulite grips plaster with much greater strength than wood lath, guards against cracks, and eliminates unsightly lath marks.

When you build or remodel your home, it will pay you to consult an architect. Ask him about Insulite. He knows its superior features. Let us send you a sample, and also a copy of our free booklet, "Increasing Home Enjoyment". Just fill out and mail the coupon, and if you desire free plans for a garage, summer cottage, or playhouse . . . check the ones you want.

SEND FOR THESE FREE PLANS

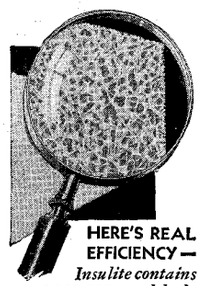


AUTO GARAGE



SUMMER COTTAGE

CHILD'S PLAYHOUSE



HERE'S REAL EFFICIENCY— *Insulite contains over 3,000,000 wood-locked air cells to the sq. ft.*

THE INSULITE CO.
(A Backus-Brooks Industry)
1200 Builders Exchange, Dept. 41B Minneapolis, Minnesota
OFFICES IN ALL PRINCIPAL CITIES

Gentlemen: Please send me your free booklet, "Increasing Home Enjoyment", also a sample of Insulite, and plans for the building checked below:

Garage..... Summer Cottage.....
Playhouse..... Farm Buildings.....
Name.....
Address.....
City..... State.....

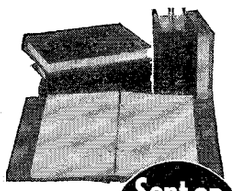
For Efficiency and Economy be sure your Refrigerator is Insulated with INSULITE

INSULITE
the Wood-Fiber Insulating Board

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

a KEY to the law—*for* Business Men

This 2-Minute Loose Leaf Index and once-a-month Service tells you—*in story form* — exactly what you ought to know of legal matters pertaining to your business! It is an education in a nutshell; invaluable when you want legal information in a hurry. It will help you *keep out of trouble*; and while it cannot displace the need for an attorney, it will save you *time, money, and worry!* And the price? It is only $1.50 after



Sent on FREE Trial

FREE Examination

and then $2 a month until $19.50 has been paid! This is less than one-third the former cost; and one year's monthly loose-leaf service will be included at no extra charge.

This Service, known as the Story-Case Business Law, is intensely practical. It must be seen and examined before one can appreciate its continuous value to him!

Just consider what this indexed information may be worth to YOU. It will answer your questions about Contracts, Notes, Corporations, Insurance, Cond. Sales, Mortgages, and many other legal points. It may save you thousands of dollars and many hours of worry.

So mail coupon for the Story-Case Business Law for 5 days FREE trial. Pay nothing until you have examined this loose-leaf key to business law. Send it back at our expense if you do not think it worth ten times the unbelievably low price. **Send coupon below now.** No obligation.

Commerce Clearing House, Inc.

Established 1915. Largest institution of its kind in the world. Publishers of 44 loose leaf services for lawyers, bankers, tax bureaus, and business men.

205 W. Monroe St., Dept. 32, Chicago, Ill.

Please send me prepaid and without obligation for **free examination** the loose leaf STORY-CASE BUSINESS LAW. At the end of 5 days, I will return it express collect if I do not want it. If I decide to keep it, I will remit $1.50 within 5 days and then $2 a month for 9 months, total $19.50, and **you agree to give me one year's monthly loose leaf service at no extra cost.**

Name _____

Address _____

City _____ *State* _____

LAW STUDY AT HOME

Be independent. Earn $5,000 to $10,000 annually. We guide you step by step—furnish all text material, including fourteen-volume Law Library. Degree of LL. B. conferred. Low cost, easy terms. Get our valuable 64-page "Law Guide" and "Evidence" books free. Send for them NOW.

LaSalle Extension University, Dept. 252-L, Chicago.

YOU can eat your way to health and enjoy it! No dreary, tasteless diet, but delicious, appetizing foods that tempt your palate! A famous nutrition authority who has studied this subject for 50 years has written a 64-page book, "Healthful Living." This will be sent you free on request. Describes with recipes, foods used with such excellent results in the famous Battle Creek Diet System. Send for it right now, without obligation. The Battle Creek Food Company, Dept. LD-2-31-166 Battle Creek, Michigan.

64 Page DIET BOOK FREE

No Need to Grope for the Right Word

Build your vocabulary by constantly using

Webster's Collegiate

The best abridged dictionary. 106,000 entries, 1,256 pages, 1,700 illustrations. Thin-Paper Edition: Cloth, $5.00; Fabrikoid, $6.00; Leather, $7.50. At your bookseller's or from the publishers. Free specimen pages on request. *Get the Best.*

G. & C. MERRIAM COMPANY
56 Broadway Springfield, Mass.

Home and Industrial Heating Systems

Efficiency and increased comfort go hand in hand in the steady march of progress in heating. With thermostatic control so generally used, with oil and gas fuel and mechanical stokers and ash-removers for coal heaters, the problem of winter heat, whether by steam, vapor, hot water or warm air has been largely made automatic.

Gas Heating Advantages

"Light your pilot flame at the beginning of the heating season and forget your heating troubles until you turn it off in the spring," is the motto of those who heat their homes with gas. Where natural gas is abundant the cost is low, and in regions where manufactured gas only is available, public utility corporations are making special rates for gas heating. The American Gas Association of New York is prepared to supply general information on the subject while leading gas companies will submit data relating to specific requirements.

Various attachments are also obtainable for the application of gas or oil fuel to heaters designed for coal.

Oil Heating Progress

The development of fuel-oil apparatus during the past decade has resulted in wide acceptance of this system of heating in homes and other buildings.

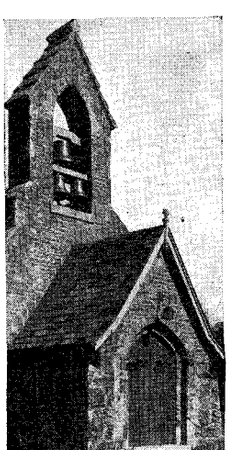
The Oil Heating Institute, founded by leading manufacturers of oil-heating equipment for the purpose of establishing the highest standards of design and heating service, and increasing the general knowledge of oil heating, carries on impartial research and educational work, and serves as a central bureau of information on oil heat.

Nearly fifty manufacturers of oil-heating equipment are included in the membership of the Institute and outside this membership there is the Oil-O-Matic Heater, manufactured by the Williams Oil-O-Matic Heating Corporation of Bloomington, Ill.

Warm-Air Heating

Warm-Air Heating is sponsored by the National Warm Air Heating Association of Columbus, Ohio, which has as its objects: 1. Research and education. 2. Promotion of proper installations of warm-air-heating systems. 3. To develop the industry through systematic education in every department.

Among manufacturers of warm-air furnaces are the Bryant Heater & Furnace Company, Cleveland (gas-fired furnace); Holland Furnace Company, Holland, Michigan; L. J. Mueller Furnace Company, Milwaukee (gas-fired warm-air furnaces); Richardson & Boynton Company; Kalamazoo Stove Company, Kalamazoo, Michigan; The Thatcher Company, Newark, New Jersey, and others.



Courtesy Rising & Nelson Slate Co.

● Slate and Stone Combine with Perfect Harmony.

Send 10c for assorted samples, to find *your* personal pen. Esterbrook Pen Co., 44 Cooper St., Camden, N. J., *or Brown Bros., Toronto.*

Esterbrook PENS

PROBATE GENEALOGISTS

TO LAWYERS AND BANKERS

Unknown, missing heirs located. Research (our expense) in all countries for owners of probate estates, dormant bank acc'ts, terminated trust funds, etc. *Reporting correspondents desired.* Write for information.

W. C. COX & COMPANY, Inc.
Federal Reserve Bank Building Chicago

ALVIENE SCHOOL OF THE THEATRE

and CULTURAL subjects for personal development—Stage, Teaching, Directing-Drama, Stage and Concert Dancing, Vocal, Screen, Musical Comedy, Elocution, Stock Theatre and platform appearances while learning. For catalog 18 apply L. Ely, Sec'y, 66W. 85 St., N.Y.

SHORT STORY WRITING

Particulars of Dr. Esenwein's famous forty-lesson course in writing and marketing of the Short-Story and sample copy of THE WRITER'S MONTHLY free. *Write to-day.*

THE HOME CORRESPONDENCE SCHOOL
Dept. 74 Springfield, Mass.

Learn Electricity In 12 Weeks by Actual Work in the Great Shops of Coyne—no books—no lessons. Earn while you learn. Aviation, Radio and Auto Electrical courses included. You don't need advanced education or experience. SEND FOR BIG NEW FREE BOOK!
COYNE ELECTRICAL SCHOOL, Dept. 21-59
500 South Paulina Street CHICAGO, ILLINOIS

20 GIANT ZINNIAS 10c

Send for World's Greatest Collection Giant Zinnias—famous for size and beautiful colors—easy to grow anywhere and bloom from early summer until frost. This collection includes 20 gorgeous colors, as follows:

Bright Rose	Purple	Shrimp Pink
Burnt Orange	Sulphur Yellow	Cardinal
Deep Flesh	Salmon Rose	Canary Yellow
Lavender	Buttercup	Blush Pink
Buff	Cream	Violet
Ruby Red	Crimson	White
Orange	Deep Rose	And Others

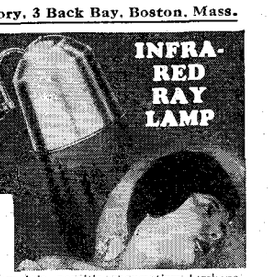
These Seeds—20 Colors in packet (over 100 seeds), 10c; 3 pkts., 25c; 8 pkts., 50c; 20 pkts., $1.00.
Spring Catalog (233 varieties in natural colors) of Seeds, Bulbs, Shrubs, Roses and Perennials, mailed with every order or free on request.
F. B. MILLS, Seed Grower, Box 77, Rose Hill, N. Y.

DO YOU WANT a new business profession of your own, with all the trade you can attend to? Then become a foot correctionist, and in a few weeks earn big income in service fees—not medical nor chiropody—easy terms for home training, no further capital needed, no goods to buy, no agency. *Address*
Stephenson Laboratory, 3 Back Bay, Boston, Mass.

RELIEVES PAIN QUICKLY

INFRA-RED RAY LAMP

Have You a Troublesome Ailment?



Send for Our Free Book

giving full information on Infra-Red Ray treatments in your own home for relieving bronchial trouble, neuralgia, neuritis, rheumatism, lumbago, and other ailments due to congestion. Infra-Red Rays penetrate deeply and restore active blood circulation. Quickly remove congestion. May be used safely by anyone. Attach to any light socket. Sent on approval. 30 days trial. Write for catalog.

WM. CAMPBELL CO. Inc., Dept. 1020, ALLIANCE, OHIO

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Steam-Vapor, Hot-Water Heating Principles

"In a steam-heating plant," says a leading manufacturer, "the water surrounding the fire in the boiler is heated and gives off steam. This flows with gentle pressure into the radiators and heats the rooms.

"This system provides heat quickly, and is very widely used. Many consider it the best for climates with rapidly fluctuating temperatures. It is also low in cost.

"A vacuum or vapor system is a steam system designed so that a partial vacuum is created which permits steam or vapor to form at a lower temperature.

"This system in a measure combines the advantages of the steam and hot-water systems. It heats quickly and evenly, and is especially economical in mild weather.

"In a hot-water system the water fills piping and radiators as well as the boiler. The heated water rises to the radiators and, as it gives off its heat and becomes cooler, it flows down and back to the boiler to be reheated. This system is excellent during mild weather and where consistently low temperatures prevail in winter."

Heaters for Steam and Hot Water

American Radiator Company, New York, steam, hot-water, coal, oil and gas-fired boilers.
American District Steam Company, North Tonawanda, New York, "Adsco" Systems of steam heating.
Burnham Boiler Corporation, Irvington-on-Hudson, New York, sectional steam, hot-water, and smokeless boilers.
Brownell Company, Dayton, Ohio, Brownell Steam-heating and Power Boilers.
Bryant Heater & Manufacturing Company, Cleveland, Ohio, gas-fired boilers and warm-air furnaces.
Bryan Steam Corporation, Peru, Indiana, copper-tube boilers for oil or gas heating.
Central Radiator Company, New York, water-tube, jacketed boilers for coal or oil-burning.
Combination Boiler Company, Benton Harbor, Michigan, triple-service steel boiler for oil.
Fitzgibbons Boiler Company, Inc., New York, steel boilers.
Garwood Engineering Co., New York. "Gar-Wood" boilers with built-in burner for oil or gas.
Heggie-Simplex Boiler Company, Joliet, Illinois, electric arc-welded heating boilers.
E. Keeler Company, Williamsport, Pennsylvania, water tube and return tubular boiler.
Kewanee Boiler Corporation, Kewanee, Illinois, boilers, steel tanks, water heaters.
Molby Boiler Company, New York, magazine-fed heating boilers.
Newport Boiler Company, Chicago, Illinois, Newport magazine-fed boilers.
Peerless Heater Company, Boyerstown, Pennsylvania, gas-fired boilers.
Richardson & Boynton, New York, low-pressure boilers for steam, vapor, coal and gas fired.
The Thatcher Company, Newark, New Jersey, steam and hot-water boilers.
Skinner Brothers Manufacturing Company, Syracuse, New York, heating systems "Baetz."
The H. B. Smith Company, Westfield, Massachusetts, complete low-pressure steam or hot-water plants.
Spencer Heater Company, Williamsport, Pennsylvania, magazine-fed heaters.
Titusville Iron Works Company, Titusville, Pennsylvania, fire-tube and tubeless steel boilers.
Warm Air Furnace Fan Company, Cleveland, Ohio, "Miles" Automatic Furnace Man.

Automatic Coal Stokers

Automatic stoking and ash removal have greatly simplified the use of coal for heating.

The Iron Fireman automatic coal-burner is made in sizes to fit fire heaters from the small-home furnace up to large commercial heating and power plants. It is sold and serviced by a national organization of engineers and dealers. Users receive a firing service so economical that Iron Fireman, on an average for industrial sizes, writes itself off the books in thirty months on fuel cost savings, while in domestic plants the average per cent. fuel saving is even greater. A recent tabulation of fuel costs in home-heating plants showed that Iron Fireman users make an average annual fuel cost saving of $91 per home per season. It is manufactured by the Iron Fireman Manufacturing Company of Portland, Oregon.

The Electric Furnace-Man is an automatic electrically driven device for feeding coal to a burner in any furnace and boiler automatically removing ashes, the product of the Domestic Stoker Company, New York.

The TRUTH about NEON

Q. Is *neon* the name of a person, or a product controlled by any one person or company?

A. No. *Neon* is a free gas, like oxygen and hydrogen. The name *NEON,* given to this gas at its discovery, is taken from the Greek word *NEOS,* meaning *new.*

Q. Where and how is it obtained?

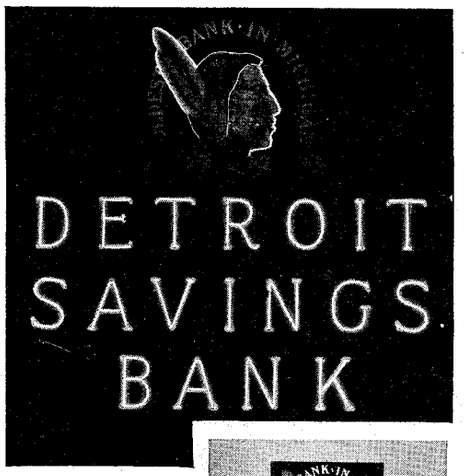
A. *Neon* is one of nature's gases. It is extracted by electro-chemical process from the air. Out of each million parts of air, fifteen are *neon* gas.

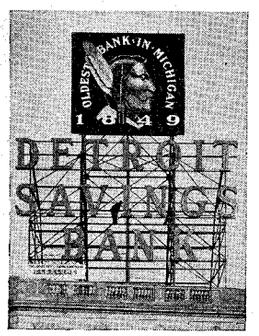
Q. Then the belief that *neon* is the property of monopoly is wrong?

A. Yes. *Neon* is not subject to special ownership or patent. Nor does Flexlume pay royalties for its use.

Q. Who first found this gas?

A. *Neon* was discovered in 1898 by Sir William Ramsay and Travers, English scientists.





Reaching over 110,000 people every day at a cost of 7 cents per thousand, this striking Flexlume neon roof display gives you an idea as to how effective and economical Flexlume electrical advertising really is.

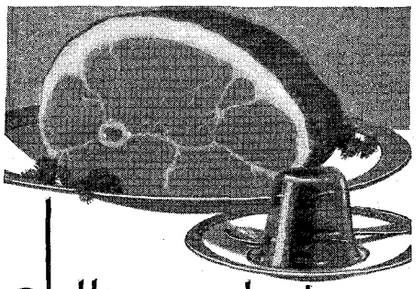
FLEXLUME, for nearly a quarter-century prominent in electric display design and manufacture, has perfected neon illumination of penetrating brilliance and long life. Built complete in its own plants (as are all types of Flexlume displays) thousands of Flexlume neons have demonstrated their dependability over long periods of use and under all conditions.

Call the Flexlume man today. He will give you the facts about our service-contract which guarantees continuously effective electrical advertising at low monthly rates. Or write us to submit full information. We will gladly make a survey of your display requirements and submit our recommendations, without obligation. FLEXLUME CORPORATION, 1141 Military Road, Buffalo, N. Y. Factories also in Toronto, Can., Atlanta, Ga., Kansas City, Mo. and Houston, Tex. Sales and service in principal cities.

ELECTRICAL FLEXLUME CORPORATION ADVERTISING
NEON TUBE RAISED GLASS LETTER...EXPOSED LAMP OR COMBINATIONS
SALES AND SERVICE OFFICES IN CHIEF CITIES OF U. S. AND CANADA

FLEXLUME-NEON ADVERTISING

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



Jellies and Jams Improve Any Meal

POPULAR with the grown-ups—wholesome for children—what housewife does not find jellies, jams, and preserves almost indispensable in planning daily meals. Packed in clear, sparkling glass these tempting sweets are available in wide variety at your neighborhood store. Always get them sealed under the AXA CROWN. It's the mark of a good product and *so* easy to open and reclose.

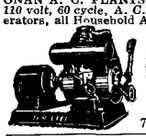
Write for free copy of "Jellies and Jams in Attractive Ways." a useful booklet from the AXA Library of De Luxe Recipes, Address Dept. D-2

CROWN CORK & SEAL CO.
Baltimore, Maryland
World's Largest Makers of Bottle Caps and Closures for Glass Containers

Dacro Crown for Milk and Cream
Screw Caps for Food and Drug Products
Nepro Caps for Mason Jars
The Darling Closure

A. C. Electric Plants

ONAN A. C. PLANTS furnish the same current as city service—110 volt, 60 cycle, A. C. Operates Radio, Water Systems, Refrigerators, all Household Appliances.



Sizes 500 to 2000 Watts

Available from stock. No battery used except to start the engine. Ideal for farms, camps and lake homes.

Also a complete line of D.C. Models.

D. W. ONAN & SONS
759 Royalston Ave., Minneapolis, Minn.

The Little Ad with the BIG Bargain

$1.00 POSTPAID 200 note sheets and 100 envelopes, **each neatly printed with your name and address,** sent postpaid for $1. Correct in style and quality. Order a package. If you don't like it we will return your money. You can't lose. • Listen to the Hon. Frederick Landis as "The Hoosier Editor," every Friday evening at 8:30, E.S.T. over station WLW.

The AMERICAN STATIONERY Co. 500 Park Avenue **PERU, Ind.**

EUROPE
ALL EXPENSES **$370** SEA AND LAND
FIVE COUNTRIES
Become acquainted with our amazing travel values. We specialize in economical European Tours for the intellectual elite. CUNARD Supremacy! 14,000 satisfied guests.
STUDENTS TRAVEL CLUB
551 Fifth Ave., N. Y. Write for Booklet K

CUTICURA
Soap for daily use.
Ointment to heal skin irritations.
Talcum ideal after bathing.
Price 25c. each. Sample free. Address: "Cuticura," Dept. 7B, Malden, Mass.

Among other manufacturers of stokers are: the American Engineering Company, whose product is the Taylor Stoker; the Cokal Stoker Corporation, Chicago, Illinois; and automatic stokers produced by Combustioneer, Inc., Goshen, Ind.

Valves and Controlled Heat Equipment

Forced heat for industrial and other large buildings, conveniently distributed and always under control is an accomplishment of the "Venturafin" method of heating, specialty of the American Blower Corporation of Detroit, Michigan, manufacturers of all types of ventilating and air-handling equipment since 1881. Units are available for floor, wall or ceiling mounting.

The Dunham Heating Service includes the Dunham Differential Vacuum Heating System, Dunham Vacuum Return Line Heating System, Dunham Return Heating System are activities of the C. A. Dunham Company of Chicago, manufacturers of the Dunham Thermostatic Radiator Trap, Dunham Packless Radiator Valves, etc.

"Thermolier" Grinnell Unit Heater, "Thermoflex" Radiator Traps and Humidifying Equipment are specialties of the Grinnell Co. Inc., Providence, R. I.

The Trane System of unit heating, together with vapor and vacuum heating specialties and copper concealed heaters are the products of the Trane Co., La Crosse, Wis.

Forced heating systems for industrial and other buildings are among the activities of the B. F. Sturtevant Company, Boston.

Heat-control equipment of the Hoffman Specialty Company, Inc., Waterbury, Connecticut includes: Hoffman Venting Valves, the basic principle of which is an all-metal thermostatic member with one or more flexible diaphragms containing a heat-sensitive fluid which causes valve action upon slight temperature changes; Hoffman Controlled Heat, adaptable to every type of building; miscellaneous Hoffman Valves; Vacuum Pumps; Air-Line Vacuum Pumps and Moto Heaters.

Valves for all purposes for radiators, steam and hot-water piping, fire-lines, are manufactured by Jenkins Bros., New York and bronze, iron and semi-steel valves for standard, medium and extra heavy pressures are the product of the Ohio Injector Company, Wadsworth, Ohio; Crane Company, Chicago; American Radiator-Standard Sanitary Corporation, New York; Dole Valve Company, Chicago, and others.

Radiators of Various Types

Practise in radiators now turns strongly to concealed, partly concealed, and hidden radiation.

Designed and manufactured by the American Radiator Company is the new "Arco" radiator with thin slender sections, requiring much less space than the "American" Peerless and "American" Corto radiators, easily recessed, enclosed or semi-enclosed. Among other radiators of this company are the Fantom and the Murray copper radiator. A large variety of artistic enclosures is also offered.

Invisible radiators for steam, vapor, vacuum or hot-water plants are manufactured by the Herman Nelson Corporation, Moline, Illinois, and concealed wall radiation units are products of the Hart & Hutchinson Company, New Britain, Connecticut, and the McQuay Radiator Corporation of Chicago.

"Robras" welded brass radiators and other heating products are specialties of the Rome Brass Radiator Corporation, New York.

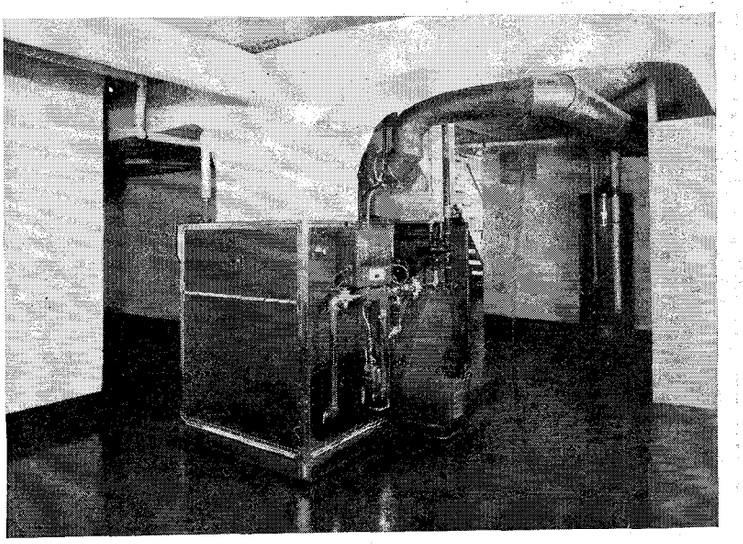
Besides the Radiator Shields and Enclosures mentioned in the foregoing, the following manufacturers specialize in radiator furniture, etc.

American Heating & Supply Company, "America" Shields, Rockford, Illinois.
American Metal Products, "Kauffman Shields and Enclosures," St. Louis, Missouri.
American Steel Furniture Company, "Universal Radiator Cabinets, Shields," New York, N.Y.
Beh Company, "Gem" Radiator Shields, New York, N. Y.
Bowmar Manufacturing Company, "Kleanheat Radiator Covers, Cabinets," Louisville, Kentucky.
Clow & Sons Company, "Gassteam" Radiators, Chicago, Illinois.
Dixie Metal Products Company, Inc., "Dixtell," "Regal" & "Hermitage" Enclosures, Birmingham, Alabama.
Fulton Sylphon, "Ja-Nar," Knoxville, Tennessee.
Hart & Cooley Manufacturing Company, "H. & C." Enclosures, Shields, brackets, New Britain, Connecticut.
Modine Manufacturing Company, "Modine" Concealed Copper Radiators, Racine, Wisconsin.
Metal Stamping Co., copper or aluminum "Fintube" radiators, Long Island City, N. Y.
Mullins Company, radiator covers, Salem, Ohio.
Radiant Steel Products, "Radkover" Radiator Shield, Williamsport, Pennsylvania.
Schleicher, Inc., "Slyker" Radiator Furniture, Boxes, etc., Gary, Indiana.
Sodermann Heat and Power, "Shapco" Radiator Shields, St. Louis, Missouri.
Syracuse Radiator Company, garage heating systems, Syracuse, New York.
W. H. Johnson & Son Company, "Acme" Shields and Enclosures, Indianapolis, Indiana.
Trico, Inc., "Trico" Art Metal Radiator Furniture, Chicago, Illinois.
United States Radiator Corporation, "Capitol" Boilers and Radiators, Detroit, Michigan.

Thermostatic Control

Thermostatic heat regulation, whether the system is steam, vapor, hot-water or warm-air, and whether the fuel is coal, oil or gas, offers four decided advantages: It effects substantial saving of fuel; it insures greater comfort; by maintaining even temperatures it is conducive of better health, and it provides the greatest ease of heating operation.

Two general types of thermostats are available—the clock thermostat, which automatically reduces heat during night hours, and the clockless type, which does



Courtesy of the Carrier-Lyle Corporation

● An Air-Conditioner for the Home.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

not make the burner completely automatic. Various requirements make each kind necessary.

Minneapolis Honeywell Thermostats, laboratory-tested, the clock type with Minneapolis Honeywell seven-jewel, eight-day clocks, are products of the Minneapolis Honeywell Regulator Company of Minneapolis, Minnesota, and Wabash, Indiana. They are designed for residential heating plants using coal, oil or gas; unifan and stoker controls; industrial heating—both space heating and process.

Mercoid Thermostats and controls for oil-burners, coal-heaters, office temperature and central heating control, industrial purposes, etc., in combination with Arco Motor Valve, opening and closing a valve according to changes in temperature, pressure, or vacuum, are one of the products of the American Radiator Company.

Penn Room Thermostats for oil-burners, gas-fired heaters, coal-heaters, damper controls and electric radiators are the product of the Penn Electric Switch Company, Des Moines, Iowa.

Thermostats and other temperature and humidity-control apparatus are manufactured by the Johnson Service Company, Milwaukee, Wisconsin.

Automatic temperature-controlling systems including thermostats are specialties of the Powers Regulator Company, Chicago.

Coal Chutes—Fireplaces—Electric Heaters

Majestic coal windows, chutes, fireplaces, ash-dumps, close-out doors, etc., are manufactured by the Majestic Company, Huntington, Indiana.

Coal chutes, ash-dumps, etc., are manufactured by the Kewanee Mfg. Company, Kewanee, Illinois.

Adams coal chutes, fireplaces, dome dampers, ash-dumps are manufactured by the Adams Company, Dubuque, Iowa.

Colonial fireplaces, dampers, Victor Unit Electric and Glow-Hot electric grates are specialties of the Colonial Fireplace Company of Chicago.

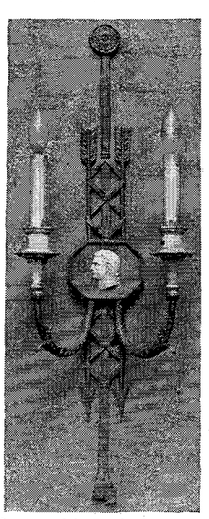
Fireplaces, dampers, smoke chambers, ash-dumps, etc., are fireplace specialties made by the H. W. Covert Co., New York.

The Heatilator is a popular plate welded form around which any mason can build a perfect operating fireplace, and the product of the Heatilator Company, Syracuse, N. Y.

Fireplaces, marble mantels, andirons, colonial Franklin stoves are specialties of Edward Jackson, New York.

Copper, steel coal doors and basement windows are some of the products of the Youngstown Pressed Steel Company, Warren, Ohio.

"Magicoal" electric fires for fireplaces, mantels, hearths are supplied by the Magicoal Electric Fire Company of New York.



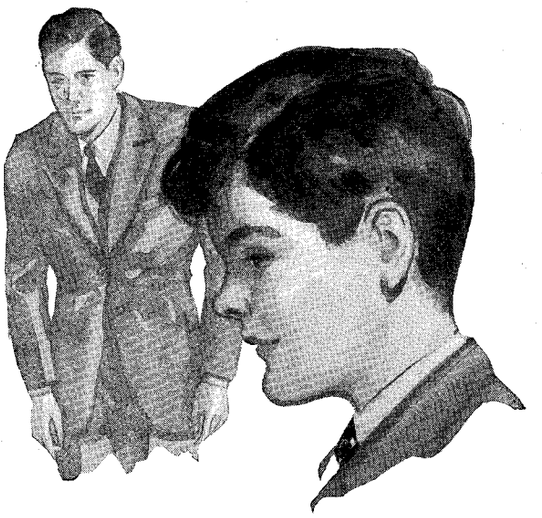
Courtesy of the Sterling Bronze Company, Inc.

● A Two-light Directoir bracket made of cast brass metal and finished in antique gold and Empire green, the medallion in old ivory.

Adams "Cheerful" radiant electric and gas built-in heaters are supplied by the Adams Bros. Mfg. Company, Inc., Pittsburgh, Pa.

"Solar-Glow" built-in heaters for bathrooms and other rooms are among the products of the Westinghouse Electric & Mfg. Company, Pittsburgh, Pa.

"Hotpoint" built-in and portable electric heaters and electric water heaters are among the products of the Edison Electric Appliance Company, Inc., of Chicago.



Will your child look *old* at 23?

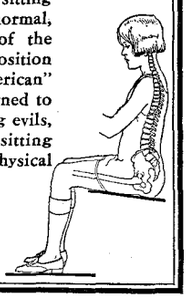
CHILD-STUDY, today, preaches to mothers a greater freedom for their children. A development of personality. A new independence.

To a great degree, progressive schools have tempered their routine with modern educational programs. When, years ago, children learned the three R's—the birch rod and the ruler assisted to control deportment—to make children keep eyes front—shoulders back. But—under new freedom, children lounge and slump when seats do not induce good posture. Go to your child's school and see.

And so—came the new-day school seats built by American Seating Company. Scientifically fashioned in their great laboratories. Made to the specifications of hundreds of exacting tests. School seats that are in step with progressive educational standards—that permit freedom but make it easy, natural for your child to sit erect—to work with lungs and heart free from the physical dangers of bad posture.

For in these posturally correct seats the vital organs are not cramped—the spine is erect. Your child develops normally, naturally, healthfully—he'll not be stooped nor look older than his years at 23!

Illustration below shows how "American" seats induce correct, healthful, sitting posture. Note the normal, straight alignment of the spine—the vertical position of the pelvis. "American" seats—specially designed to correct school seating evils, insure comfortable sitting posture, without physical strain.



If the school your child attends hasn't scientific seating, urge your authorities to reseat at once. Your child—every child, is entitled to this health security.

For more than 50 years "American" Chairs have been preferred for dependable quality—in schools, in theatres and auditoriums where comfort and acoustics must be considered—and in chapels where beauty is a factor. You are invited to send for interesting seating literature and data about our seating research. Please fill in and mail the coupon.

American Seating Company

Address Dept. 27. *General Offices:* 14 East Jackson Boulevard, Chicago, Illinois

Branches in All Principal Cities

AMERICAN SEATING COMPANY, Dept. 27—14 East Jackson Blvd., Chicago, Illinois.

Please send me, without obligation, literature and research data on the type of seating checked.

SCHOOLS ☐ Several authoritative booklets on schoolroom posture and seating.

THEATRES ☐ A booklet, "Acoustics and its Relation to Seating".

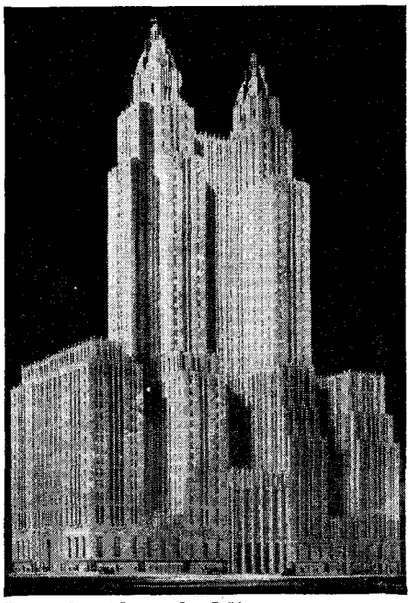
CHURCHES ☐ A file of church interiors showing detailed wood carving, seating and chancel arrangements.

SHOE STORES ☐ A booklet, "New Styles in Shop Seating."

Name..... *Business or Profession*.....

Address.....

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



Thompson Starrett Company, Inc., Builders

● The last word in hotel architecture—New York's new Waldorf-Astoria

Hot-Water Supply Systems

An instantly available supply of hot water is an essential of the well-equipped modern home. Two types of heaters are available for this purpose: continuous flow type heating the water instantly when the faucet is opened, and secondly the storage type of heater which, through thermostatic control, contains a large volume of water at a fixt temperature.

Six classes of gas-fired hot-water heaters are manufactured by the Ruud Manufacturing Company, and three sizes of automatic gas water-heaters are specialties of the Humphrey Company of Kalamazoo, a division of the Ruud Manufacturing Co.

For homes not having gas service a kerosene oil-burning water-heater with or without thermostatic control is manufactured by the Florence Stove Company of Boston. The Holyoke Heater Company of Holyoke, Massachusetts, also manufactures a kerosene water-heater in addition to their gas-fired heater.

Excelso Water Heaters furnish a uniform supply of hot water, the indirect type connected to the outside of steam or vapor boilers, the direct type operated in the firepots of boilers or furnaces. Several designs of each are made by the Excelso Products Corporation, Buffalo, New York.

The American Radiator Company makes Hotcoil Gas, and Kolflash Coal water heaters.

"Rex," "Rival," "Rex-Petroal," "Spee-Dee" Hot-water Heaters in numerous designs are the products of the Cleveland Heater Co., Cleveland, O.

The "Premier" insulated automatic storage gas water-heater and the "Keystone" are Crane Company products manufactured by the Premier Heater division, La Porte, Indiana.

Continuous automatic and storage systems of gas water-heaters are specialized by the Hoffman Heater Company of Louisville, Kentucky.

Lovekin automatic gas-fired storage hot-water heaters are made by the Lovekin Water Heater Company, Philadelphia.

Welsbach "Hotzone" water-heaters for self-action and storage are made by the Welsbach Company of Gloucester City, New Jersey.

Hotpoint Electric Water-heaters are the product of the Edison Electric Appliance Company, Chicago, Illinois, a General Electric organization. Other electric heaters are manufactured by the Westinghouse Electric & Manufacturing Co., Pittsburgh.

"Pittsburgh" continuous-flow and storage hot-water heaters, gas-fired, are manufactured by the Pittsburgh Water Heater Company.

Air-Conditioning and Ventilation

The year 1930 saw the beginning of a definite trend toward the use of air-conditioning systems in private homes, as well as public buildings, factories, etc. These systems cleanse, warm, humidify and circulate air through the buildings, and function as combined heating and ventilating systems.

The proper relationship between temperature, humidity and air motion is maintained and automatically controlled to produce indoors the atmospheric conditions most conducive to health and comfort. A further extension of this type of home heating is forecast for 1931 with indications pointing to the development of cooling for homes in summer. Thus the home will, in effect, manufacture its own weather the year around, using one centrally operated plant for the purpose.

Home air-conditioning systems, insuring healthful, comfortable air the year-round, are the specialty of the Carrier-Lyle Corporation of Newark, New Jersey, and industrial and commercial air-conditioning is the sphere of the Carrier Engineering Corporation of Newark. The successful application of complete air-conditioning equipment in a large number of theaters, and in many other types of structures, indicates that offices, stores, hotels, and public buildings in large numbers will have their interiors made cool, non-humid, clean-aired in summer, and tempered, healthfully humidified atmosphere in the winter.

Humidifying systems for homes, apartments and industrial plants are embraced in the "Zephyr Washed Air System" of the Zephyr Washed Air Company, Minneapolis, Minnesota.

Heating, ventilating and air-conditioning equipment, exhaust systems, air-blast apparatus, drying systems, etc., bearing the "SIROCCO" trade-mark, are products of the American Blower Corporation of Detroit.

In an attractive low-boy cabinet the Doherty-Brehm Humidifying Heater for steam, hot water or vapor heating, automatically supplies healthfully moist air for the home. It is manufactured by the Doherty-Brehm Co., Chicago, and sold by Crane Company.

Other Air-Conditioning, Ventilating Devices

American Air Filter Company, Louisville, Ky., air filters,
American Radiator Company, New York, N. Y., "Ideal Cascade Humidifier."
Cincinnati Victor Co., Cincinnati, O. Ventilating Systems.
Corozone Company, Cleveland, Ohio, air purifiers.
Diehl Manufacturing Company, Elizabethport, New Jersey, motor-driven fans for exhaust.
Emerson Electric Manufacturing Company, St. Louis, Missouri, motor-driven fans for exhaust.
Ilg Electric Ventilating Company, Chicago, Illinois, motor-driven fans for exhaust.
Johnson Fan & Blower Company, Chicago, Illinois, motor-driven fans for exhaust.
Midwest Air Filters, Inc., Brandford, Pennsylvania, air-filters, humidifiers, ventilators, etc.
National Air Filter Company, Chicago, Illinois, "National Air Filters."
Niagara Blower Company, Buffalo, New York, air conditioner.
Pollenair, Inc., Cleveland, Ohio, air purifiers.
Robbins & Myers, Springfield, O., Fans and Motors.
Savo Manufacturing Company, Chicago, Illinois, air moistener.
Strandwitz and Scott, Inc., Camden, New Jersey, Webster Air Washers and Coolers.
Sturtevant Company, B.F., Boston, Massachusetts, motor-driven fans for exhaust.
Typhoon Fan Company, New York, motor-driven fans for exhaust.
Western Blower Company, Seattle, Wash., ventilation.
Wing Manufacturing Company, L. J., New York, motor-driven fans for exhaust.

Seatings for Public Buildings

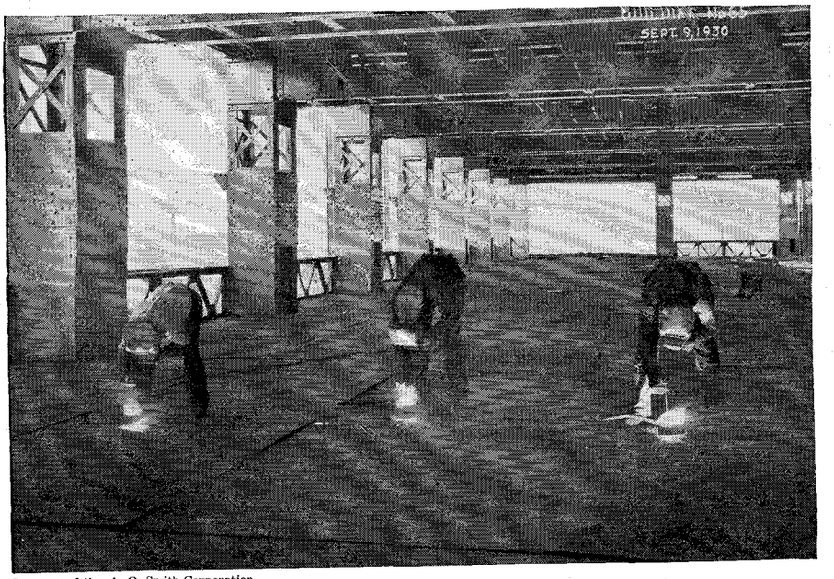
Seating engineering and "American" chairs providing correct seating for schools, theaters, churches, and all auditoriums are specialized by the American Seating Company of Chicago, which issues a series of booklets including: "School-room Posture and Seating"; "Acoustics and Its Relation to Seating"; "Seating for Brokerage Houses"; a file of church interiors showing detailed wood-carving, seating and chancel arrangements; "New Styles in Shop Seating"; "Seating in Hospitals"; "Seating in Waiting Rooms."

The public seating division of the Heywood-Wakefield Company, Boston, Massachusetts, offer a wide selection of school and theater seats.

The "Deskor" schoolroom chairs are specialties of the Deskor Chair Corporation of New York, while a variety of school, office, and theater chairs are manufactured by the Sikes Company of Philadelphia.

Partitions of All Types

Materials and construction of partitions contribute materially to convenience and general efficiency in the arrangement of office buildings, schools and other commercial structures. We give on the following page a list of some leading manufacturers of various types of partitions.



Courtesy of the A. O. Smith Corporation

● WELDING THE MODERN STEEL FLOOR

Hollow columns, floor trusses riveted to them, and spandrel trusses permit lofty windows.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Wood Partitions

American Folding Door & Partition Company, Hasbrouck Heights, New Jersey.
Add-A-Unit Partition Company, Inc., Chicago.
Circle A Products Corporation, Newcastle, Indiana.
Folding Products Corporation, Chicago, Illinois.
Hyde Murphy Company, Ridgway, Pennsylvania.
Irving Hamlin, Evanston, Illinois.
Henry Klein & Company, Inc., Elmhurst, N. Y.
Horn Folding Partition Company, Fort Dodge, Iowa.
Weber Showcase & Fixture Company, Los Angeles, California.
Swedish Venetian Blind Company, New York City, New York.
Quiet Zone Folding Wall Co., Cleveland, Ohio.
J. G. Wilson Corporation, New York.

Metal Partitions

Art Metal Construction Company, Jamestown, New York.
Dahlstrom Metallic Door Company, Jamestown, New York.
Empire Steel Partition Company, Inc., College Point, New York.
Globe Wernicke Company, Cincinnati, Ohio.
E. F. Hauserman Company, Cleveland, Ohio.
Newman Manufacturing Company, Cincinnati, Ohio.
Reister & Thesmacher Company, Cleveland, Ohio.
Sanymetal Products Company, Cleveland, Ohio.
United Metal Products Company, Canton, Ohio.
Wright Metal, Inc., Jamestown, New York.

Open Mesh Partitions

Acme Wire and Iron Works, Detroit, Michigan.
Acorn Wire and Iron Works, Chicago, Illinois.
Badger Wire and Iron Works, Milwaukee, Wis.
Consolidated Expanded Metal Companies, Wheeling, West Virginia.
Cyclone Fence Company, Waukegan, Illinois.
Denby Wire and Iron Company, Cleveland, Ohio.
Garden City Plating & Manufacturing Company, Chicago, Illinois.
Logan Company, Louisville, Kentucky.
Market Forge Company, Everett, Massachusetts.
Page Fence Association, Chicago, Illinois.

Passenger Elevators

Electric elevators, including operatorless, micro-leveling, multi-voltage control, automatic signal control, department-store control, automatic collective control, and all other types of elevators, escalators, dumbwaiters and hoists, are built by the Otis Elevator Company, New York, an organization with seventy-five years' experience in the industry.

Direct connected electric passenger and freight elevators, push-button elevators and sidewalk elevators are built under direction of engineers of the A. B. See Elevator Company, Inc., New York.

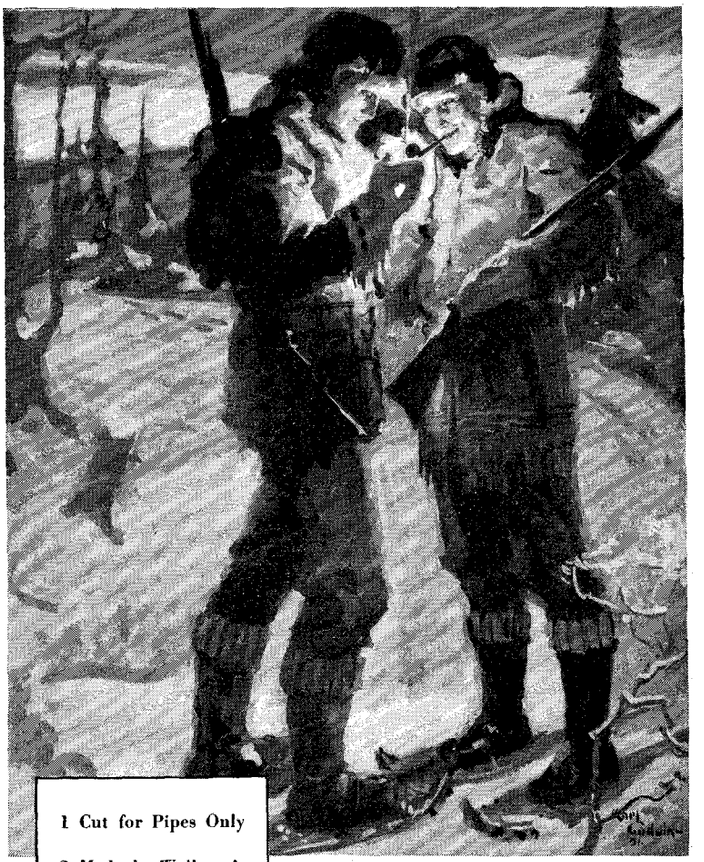
"Inclin-ator" is a modern device to avoid home stair-climbing, which may be installed in new or old homes, and the "Elevette" is a new form of home elevator for stairs not equipped for this inclined lift. Each is made by the Inclinator Company of America, Harrisburg, Pennsylvania.

The Westinghouse Electric Elevator Company has just announced the building and operation of a new type of elevator, with two cars operated separately in the same shaftway.

It can be said that the entire elevator installation for many buildings more than twenty stories high can be financed from the additional income made possible by substituting dual elevators for separate banks of local and express cars.

In the "dual" elevator, the upper car is the express car, starting from the street level. Running without stops to the eleventh floor, for instance, it serves all floors from that point to the top of the building. It is entirely unrestricted as to its operation except that it is prevented automatically from running downward while the lower car is running upward.

Among other manufacturers of passenger and freight-electric elevators are the American Elevator & Machine Company, Louisville, Kentucky; Burwak Elevator Company, New York; Elevator Company of America, Chicago; Capital Lift & Manufacturing Company, Columbus, Ohio; Kimball Brothers Company, Council Bluffs, Iowa; Gust, Lagerquist & Sons, Minneapolis, Minnesota; Marshall Brothers Company, Pittsburgh, Pennsylvania; Montgomery Elevator Company, Moline, Illinois; Shepard Elevator Company Cincinnati, Ohio.



1 Cut for Pipes Only

2 Made by Wellman's Method . . . an 1870 Tobacco Secret

3 Big Flakes that Burn Slow and Cool

4 Sweet to the End No Soggy Heel

"Gloomy care and fear
Vanish from our track, oh!
Fade and disappear—
Banished by tobacco."—ANON.

. . . no end of reasons for Granger!

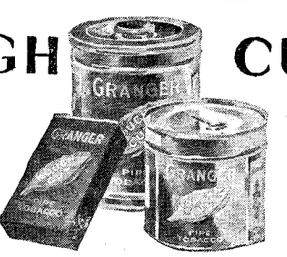
A COOLER smoke . . . a drier pipe . . . the sweetest, mellowest tobacco that ever packed a briar.

Try it for yourself: Load your pipe on the "installment plan;" pack the big shaggy flakes tight; light evenly, all around; draw deep of that full rich fragrance.

Smokers, that's a *smoke*—pipe tobacco, gentlemen, that *IS* pipe tobacco!

LIGGETT & MYERS TOBACCO CO.

GRANGER
ROUGH CUT



A COOLER SMOKE AND A DRIER PIPE

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

COURAGE in Business

ALL MODERN industrial and mercantile expansion depends upon *Courage*. It explains progress. It determines the limits of individual success. It is the physical expression of confidence and belief.

Business moves forward only so far as it is led by men with the vision of new conditions, new ideas new forces, new methods —*and the courage to put them through.*

Companies lacking this leadership are left behind after every period of inflation. Courage is not governed by conditions; it controls conditions. It not only recognizes, but *corrects*, weak organization, backwardness, inefficiency.

Courage is inspired by knowledge. Knowledge dispels fear. Exact knowledge of one's business comes from the analysis of facts incident to sound planning, and from the frequent comparison of operating results with a well-made Budget. Weaknesses and wastes are made apparent, and knowledge of better ways, *with courage*, eliminates them.

ERNST & ERNST

ACCOUNTANTS AND AUDITORS
SYSTEM SERVICE

AKRON	GRAND RAPIDS	PORTLAND, ME.
ATLANTA	HARTFORD	PROVIDENCE
BALTIMORE	HOUSTON	READING
BIRMINGHAM	HUNTINGTON, W. VA.	RICHMOND
BOSTON	INDIANAPOLIS	ROCHESTER
BUFFALO	JACKSON, MISS.	ST. LOUIS
CANTON	KALAMAZOO	ST. PAUL
CHICAGO	KANSAS CITY	SAN ANTONIO
CINCINNATI	LOS ANGELES	SAN FRANCISCO
CLEVELAND	LOUISVILLE	SEATTLE
COLUMBUS	MEMPHIS	TAMPA
DALLAS	MIAMI	TOLEDO
DAVENPORT	MILWAUKEE	TULSA
DAYTON	MINNEAPOLIS	WACO
DENVER	NEW ORLEANS	WASHINGTON
DETROIT	NEW YORK	WHEELING
ERIE	OMAHA	WILMINGTON, DEL.
FORT WAYNE	PHILADELPHIA	WINSTON-SALEM
FORT WORTH	PITTSBURGH	YOUNGSTOWN

INVESTMENTS AND FINANCE

Why the Dice Are Loaded for Recovery

IT is not exactly fair.

The business optimists, as compared with the pessimists, always have the cards stacked—or the dice loaded, if you prefer—in their favor, because of the continuous growth of the country, so *The Business Week* points out. The idea is much like that advanced by Prof. Irving Fisher in regard to the stock market, as was noted in these columns last week.

The thought occurs to a number of people as they look ahead. For instance, David Sarnoff, President of the Radio Corporation of America, is quoted in the New York *Herald Tribune* as saying:

> The one inescapable fact of our experience is that whenever and whatever the occasion of an industrial crisis, the country has come out at least one step ahead—always with higher standards of living, higher wages, and a new industrial prosperity.

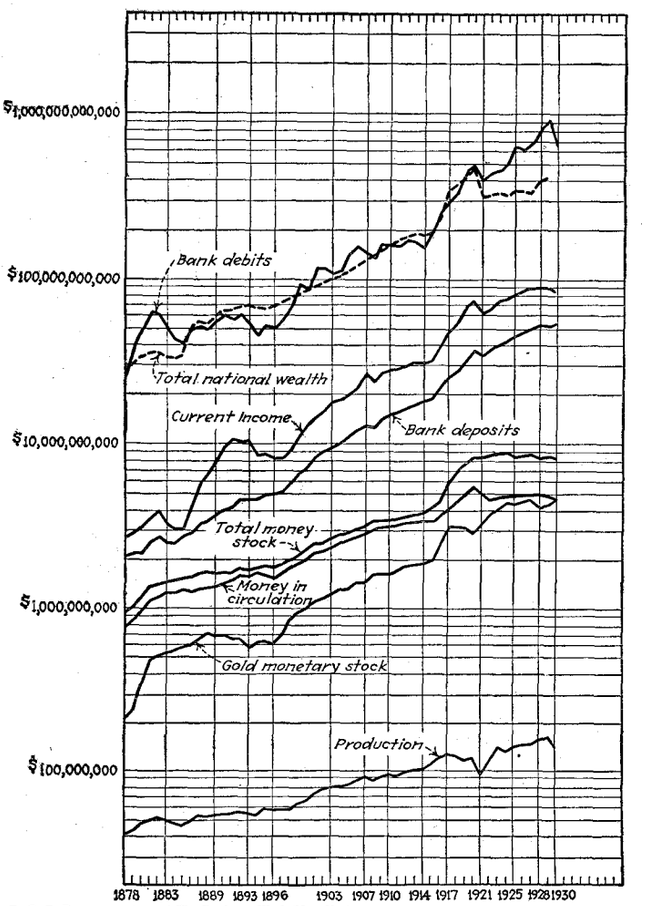
Similarly President Frederick H. Ecker of the Metropolitan Life Insurance Company makes the emphatic declaration in the New York *Sun* that there has never been a business depression—and he has seen four big ones—from which "this country hasn't emerged to go on to greater industrial and commercial accomplishments than ever before."

"The continuous increase of the elements underlying the purchasing power and business activity of this country" are pictured by *The Business Week* in a chart reproduced on this page. The New York weekly comments:

> There are interruptions in this progress; the rate of growth may be gradually and insensibly tapering off; but obviously the dice are loaded in favor of any one who believes that, after every interruption, larger business, greater prosperity and better times are ahead. Despite ups and downs, business has been growing at an average rate of 7 per cent. per year over the past fifty years.

ALWAYS there have been recessions in business, observes *The Manufacturers Record* in like vein, yet as each depression has run its course we have seen the nation's wealth and production mount steadily to higher levels. And we read on in the Baltimore weekly:

> We need only to refer to the census-year 1910, and make a few comparisons with later years, to get a true picture of the nation's progress.



By R. R. Doane, courtesy of *The Business Week* (New York)

The Upward March of American Business

In spite of temporary setbacks, the passing years witness a steady advance—shown by the chart's ascending curves—of the chief elements underlying the nation's wealth and business activity.

When the 1910 figures were compiled, the nation and the world were imprest by their magnitude.

Measured by the country's assets to-day and the volume of its productivity, the values of 1910 seems almost trifling.

In twenty years, while our population increased by one-third, our wealth about doubled, and the output value of our factories and mines nearly trebled the figures of twenty years ago. Farm-products values nearly doubled; our bank resources and deposits are more than three times as great; saving deposits four times as much, life-insurance more than six times, and exports and imports about three times as great as the values reported in 1910.

We are exporting only about 6 per cent. of our combined productive values of manufacturing, mining, and agriculture.

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

INDUSTRY... *as interpreted in a series of studies published during 1930*

A list of the industries covered is as follows:

ELECTRIC LIGHT AND POWER • MOTION PICTURES • ICE
MEAT PACKING • COAL • NEWSPAPERS AND MAGAZINES
AUTOMOBILES • RAILROADS • AGRICULTURE • WATER
NATURAL GAS • TEXTILES • ELECTRIC TRANSPORTATION
MANUFACTURED GAS • STEEL • CHEMICALS • PETROLEUM
FOREST PRODUCTS • PAPER AND PULP • DISTRIBUTION
BUILDING AND BUILDING MATERIALS • FOODS • RUBBER
COMMUNICATIONS • LEATHER • NON-FERROUS METALS

•

THE ASTUTE investor, buying securities for safety and income, determines the desirability of various fields for investment by studying the basic industries... their strength and weaknesses . . . their trends and developments . . . how they may be affected by prosperity or depression.

Halsey, Stuart & Co. has just completed publishing a series of editorial advertisements on the major fields of industry, now available in a single bound volume. It is full of authentic and helpful information . . . presented in a readable and non-technical manner.

Each of twenty-six major fields of industrial activity is analyzed on the basis of its origin and development, its contributions to progress, its present position and problems, and its financial aspects. These editorial advertisements clarify the complexities of modern industrial development . . . they indicate channels of investment to provide broad diversification.

Appearing during 1930—a year of business uncertainty—these editorial advertisements aimed to call attention to the inherent strength of the major industries. Recognition of the reference value of these studies brought a demand for reprints which suggested reproduction of the entire series in a single volume. The bound volume is small enough to handle conveniently in reading . . . and it fits easily into a filing cabinet.

The complete series has already been sent to hundreds of sales and advertising executives, advertising agencies, instructors in economics and business administration, editors of magazines, newspapers and trade publications, libraries, investment dealers and banks. A copy will gladly be sent to business executives or to interested investors. Write for booklet LD-21.

HALSEY, STUART & CO.

INCORPORATED

CHICAGO, 201 *South La Salle Street* NEW YORK, 35 *Wall Street*

AND OTHER PRINCIPAL CITIES

BONDS TO FIT THE INVESTOR

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

A $6,000,000 CASH RESERVE FUND

—your second line of defense

THE 28 great companies included in Corporate Trust Shares have surpluses totaling over six billions of dollars. This makes for stability of return for holders of Corporate Trust Shares in respect to that part of their distributions which comes from regular cash dividends on the underlying stocks.

But Corporate Trust Share distributions also include the proceeds from sale of such rights, stock dividends and extra shares from split-ups as may be declared from time to time by the 28 companies. And while the history of these companies, taken as a group, reveals a surprising regularity of such extras, the curtailment of business which takes place from time to time brings a temporary reduction in the extras.

Against this temporary decline in distributions, holders of Corporate Trust Shares have a second line of defense—a cash reserve fund maintained with the independent trustee. From this fund withdrawals are made to make up the difference between total distributions paid on the stocks and the base distribution rate of 70c per share per year, just as a bank account is drawn on by an individual to supplement income in times of stress. As of December 31, 1930, this fund amounted to $6,483,000—an amount calculated to be sufficient to protect, but not so large as to be a burden.

Thus the investor is protected against reduction of his return at a time when he is likely to need it most.

The reserve fund is always at work. In prosperous times it is earning interest for the shareholder; in the rare periods of adversity it is protecting his return. It is one of many features inherently fair to the investor, that have created wide-spread popularity for Corporate Trust Shares.

. . .

CORPORATE TRUST SHARES ARE INTERNATIONALLY ADVERTISED, INTERNATIONALLY SOLD, AND ENJOY AN INTERNATIONAL MARKET.

CORPORATE TRUST SHARES represent an ownership interest in these 28 companies, the shares of which are deposited with an independent trustee.

Industrials

Am. Radiator & S. S.
American Tobacco
du Pont
Eastman Kodak
Ingersoll Rand
International Harvester
National Biscuit
Otis Elevator
United Fruit
United States Steel
Woolworth

Railroads

Atchison, Top. & Santa Fe
Illinois Central
Louisville & Nashville
New York Central
Pennsylvania Railroad
Southern Pacific
Union Pacific

Oils

Standard Oil of California
Standard Oil of Indiana
Standard Oil (New Jersey)
Standard Oil of New York
Texas Corporation

Utilities and Quasi-Utilities

American Tel. & Tel.
Consolidated Gas of N. Y.
General Electric
Westinghouse Electric
Western Union Telegraph

MOODY'S COMPOSITE PORTFOLIO RATING "A"

Ask your investment house or bank about

CORPORATE TRUST SHARES

Price at the market

ADMINISTRATIVE AND RESEARCH CORPORATION

This is one of a group of investment trusts sponsored by

ADMINISTRATIVE AND RESEARCH CORPORATION
120 WALL STREET · NEW YORK

How to Take Up the Slack

THE job before us, with business slack, is simply to take up the slack.

And how much slack must we take up?

Well, Virgil Jordan, the economist and writer on business subjects, estimates in the current *System* that the volume of business in 1930 could not have fallen more than 10 to 12 per cent. below normal. And this leads him to remark:

It wouldn't take much for business to balance it quickly in 1931 by a little extra expenditure or investment in materials and equipment.

If, for each worker employed, every business concern, beginning in 1931, would spend or invest in buying materials or replacing obsolete and inefficient equipment a dollar a day more than it did in 1930, the slack would be taken up and business would be on level ground again next year.

To keep on level ground thereafter and insure stable progress, it would need to spend only five cents per day per worker more in each succeeding year.

Some practical suggestions as to how producers can take up the slack are advanced by a writer in the New York *Times*, who thus notes some of the things to which manufacturers must address themselves this year:

Costs must be reduced and qualities raised.

To impress the possibilities of such a program on themselves, producers might visit a ten-cent store and inspect what has been done.

A good deal of gushing has been heard on quality, and it would be wise for the manufacturer to view his product in a colder and more critical light. Many engineering products fall into this category, and practically the whole building industry might survey its shortcomings from the standpoint of value, utility, convenience, and beauty.

The origination of new products and the search for new markets, so manufacturers will find, is eminently more profitable than the wasted effort and money that has gone into tariff agitation or devising artificial methods of output and price control.

Distribution costs, so compelling a problem, may be greatly reduced once less selling pressure is necessary and more consumer acceptance is developed through the study of consumer demand and through the value, quality, and service offered by the product itself.

THAT business men are getting ready for intensive and diverse efforts to stimulate business this year is evident from statements made by the National Conference of Business Paper Editors and the Associated Business Papers. The managing director of the Associated Business Papers tells the New York *Times* that these editors, according to a recent survey, list the major trends for the year as follows:

Aggressive merchandising of services as well as commodities.

New products developed through research to meet specialized needs.

The invasion of style into the field of staple commodities.

Reduction of both manufacturing and

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

selling costs through the further mechanization of industry and trade.

Continuation of the philosophy of employed labor at high wages as a fundamental basis for purchasing power.

Further stabilization of industry by the regulation of production to measured demand, and

Possible changes in government relations to private enterprises and of government supervision.

COMING to a few of the specific fields of business, we learn from this source that *The Electrical World*, *The Gas-Age Record*, and *The Electrical West* predict aggressive merchandising policies by gas and electric companies.

Editors of papers in the steel and machinery lines also look for an extremely intensive selling program.

The editor of *The National Petroleum News* expects further development of merchandising through filling-stations. According to the editor of *The National Provisioner*, the meat-packers will try very hard to eliminate distribution wastes, especially through perfecting packaging and refrigerating. Expectations in the building field, according to this survey, include—

The use of materials not formerly employed in building construction, with special attention to new methods of construction to reduce costs as well as a development of new materials and special products. The editors of *The Building Supply News* and *American Builder* also report that plans for home building on the instalment basis promise to play an important part in reestablishing the field of small-house construction.

In this connection, the editor of *The American Builder* reports a movement to reduce the second-mortgage evil by long time, high percentage, first mortgages based on reliable appraisal to stimulate small-home building.

LOWER manufacturing costs and consequent lower selling costs in the automobile trades are anticipated by the editors of *Motor Trade* and *Automotive Industries*.

New chemical products are expected by *Chemical and Metallurgical Engineering* to become commercially important this year. Individual products mentioned in this connection are synthetic ethyl and butyl alcohols, new plastics, resins, lacquers, and metal finishes.

While radio sales have dropt off, the editor of *Radio Engineering* thinks it possible that improved broadcasting to open new territories, and the industrial use of radio, "may restore the sales in 1931 and 1932 to past levels."

Attempts to develop new styles are seen in the textile, clothing, and shoe trades.

"Simpler and more fool-proof airplanes must be developed in order to create a market with the general public," declares the editor of *The Airways Age*.

In discussing wages and employment these editors are said to be practically unanimous on the point that American industry is sincerely trying to maintain existing high wage levels and to keep as many employees as possible at work.

Self-Service Insurance

offers you the opportunity to

Save 9½%

on any kind of Life or Endowment Insurance—to Protect your Dependents Create an Estate—Provide for Old Age

This saving is made possible by eliminating *personal selling*. YOU contribute service in MAKING UP YOUR OWN MIND yourself. And for doing this Postal Life saves and pays you, in the form of dividends, money other companies pay to agents.

It's So Easy

It's a perfectly simple way! *Every Mail-box serves as a Postal Life office.* The first step is to use the coupon below—we reply with a description of suggested policies and their costs. Then, upon acceptance of your full application accompanied by the first premium, your policy is sent you by mail.

Each year, including the first, you will receive a *Guaranteed Commission Dividend of 9½%*, plus additional dividends as earned. In this way an amount of operating cost is saved to you by eliminating the middleman and *dealing direct*.

All Standard Types of Policies Available

Straight Life—maximum protection at low cost.

Limited Payment Life—no premiums to pay after a specified time.

20-Year Endowment—saving combined with protection.

Modified Life — reduced premiums during your building years.

Retirement Income—protection plus assurance of an income in your later years.

Established 25 Years

You have everything to gain by the Self-Service Insurance Plan—and *nothing to lose*. . . . The Postal Life Insurance Company gives you sound standard legal reserve insurance protection. It is subject to the insurance regulations of the State of New York as to reserves and operating expenses. There is no safer form of investment than a Postal policy. This company's stability and thorough reliability are evidenced by 25 years of successful operation and thousands of satisfied policyholders secured by assets of over $20,000,000. Any special features of your insurance problem will be given individual consideration by officers of the company.

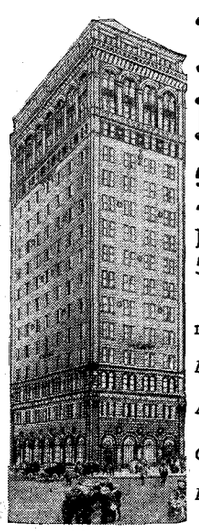
You Don't Have To Be "Sold"

No thinking person requires argument to convince him or her of the vital importance of providing for dependents and storing up safety for one's own later years. Then why not eliminate the expense personal selling involves and let your initiative and independent thinking pay you dividends?

Take, now, the step that can bring you sure protection and care-free peace of mind. Fill in the coupon below to find out about the remarkable low-cost Self-Service Plan. You will not be obligated in any way.

Confidential

And besides the economy, think of the other advantages of Self-Service Insurance. No one over-influences you. . . . You make your decision in your own mind. And there is no chance of outsiders learning your private affairs.



Postal Life Building
Owned by the Company

POSTAL LIFE INSURANCE CO.

511 Fifth Ave., cor. 43rd St., NEW YORK CITY

Postal Life Insurance Company
511 Fifth Ave., New York

L.D.2-7-31

Without obligating me, please send full insurance particulars for my age.

Name.....

Address.....

Occupation.....

Exact date of birth.....

Amount.....

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Ireland first

Come to Europe by boat that calls at Cobh (Queenstown) in Ireland. In the South and West of that exquisite land — from Cobh to Killarney; from Killarney to Bantry and Parknasilla; through the County Kerry to Galway and Connemara; thence through the County Wicklow — "The Garden of Ireland" — all that you see afterwards in Europe will hardly equal all you see there.

L M S

LONDON MIDLAND & SCOTTISH RAILWAY OF GREAT BRITAIN

G S R

GREAT SOUTHERN RAILWAYS OF IRELAND

Illustrated pamphlets from T. R. Dester, Vice-President—Passenger Traffic (Dept. A29). L M S Corporation, and G S Rlys. of Ireland Agency, 200 Fifth Avenue, New York City, or from any L M S or G S R Ticket Agents.

You can be quickly cured, if you

STAMMER

Send 10 cents for 288-page book on Stammering and Stuttering, "Its Cause and Cure." It tells how I cured myself after stammering 20 yrs. **B. N. Bogue, 5078 Bogue Bldg., 5078 N. Illinois St., Indianapolis**

SAILING SHELTERED SEAS

ADVENTURE IN MYSTIC ALASKA

MYSTERY of ancient Indian races—early Russian empire—eternal drama of unequalled scenic grandeur. In these aspects and more, colorful Alaska offers you first-hand adventure. Sail sheltered seas to Alaska this summer—see it in luxury, yet at reasonable cost aboard smart Alaska Line ships. Cruises of 10 to 37 days—through the famed Inside Passage—thrilling days on the voyage to Westward. Write for our booklet, "Alaska"—gripping story of this Golden Land.

THE ALASKA LINE — ALASKA STEAMSHIP COMPANY

Pier 2 • Room 109 • Seattle, Washington
or contact your nearest ticket or tourist agency

THE SPICE OF LIFE

Where Scullership Counts.—"There's a fine fellow in the college crew."

"Yes, he's a gentleman and a sculler."—*White Mule.*

Honorable Scars.—"Oh, dear, Johnny, have you been fighting again?"

"No, miss; we moved yesterday, and I moved the cat."—*Passing Show.*

Battle-Scarred.—"What kind of a car has Tom?"

"Well, he'd feel tremendously flattered if you called it second-hand."—*R. R. Magazine.*

Balmy Ozone.—B. Walker tells of the Scot's wife whose doctor told her she needed salt air. She woke up next morning, and her husband was fanning her with a herring.—*New York Daily Mirror.*

Stampede.—A lady motorist was driving along a country road when she spied a couple of repair-men climbing telephone-poles. "Fools!" she exclaimed to her companion, "they must think I never drove a car before."—*Boston Transcript.*

Guess Where Dad's Heart Is.—The twins had been brought to be christened.

"What names?" asked the clergyman.

"Steak and Kidney," the father answered.

"Bill, you fool," cried the mother, "it's Kate and Sydney."—*Bystander.*

Slips That Pass in the Night

Test It with a Fork.— Boil one quart water until tender.—*From a recipe in the Wilkes-Barre Record.*

Murphys in Pajamas.—All the goods saved from the ruins was a bushel of potatoes. They escaped only in their night clothing.—*Sayre (Pa.) paper.*

Temperate Climate.—John B——, who was run down at the same time, died of his injuries. Last night his temperature declined somewhat.—*Wilkes-Barre Record.*

His Only Chance.—

CARLETON MAY LOSE BIG
BOUT UNLESS HE WINS
—*Hudson (N. J.) Dispatch.*

Hark! the Rustling of Wings.—Women doctors who are brought into close contact with the victims of immortality will find this book of much help.—*Medical Woman's Journal.*

Jolly Reunion.—The Royal Neighbors are planning a banquet to which all local ex-Service Men, Spanish War and Civil War Veterans and their widows will be invited.—*East Dubuque paper.*

Called It a Day.—

"LEONORE" ONLY OPERA
BEETHOVEN WROTE ON
MONDAY EVENING
—*San Antonio (Tex.) Express.*

For you who FEAR Life's Greatest Pleasure

FOR you who shrink from all but "light things which amuse" and thus miss the thrills of great literature . . . so unaware of your innate power of appreciation that you imagine yourself unable to enjoy the great pictures opening new windows upon a world of beauty . . . so beset by the belief that "cultured" and "high hat" are synonymous that you limit the scope of your own mind.

For you, who have a deep-down feeling that your life has become a mere "tempest in a teapot of trivialities," a most "human" professor has written THE ROAD TO CULTURE.

With great charm, Dr. CHARLES GRAY SHAW leads you along a holiday path of recreation and relaxation whose only destination is greater *pleasure* in living. His "culture" is no pedantic parade, but a contagious zest for the finest fruits of the human spirit—in Art, Literature, and Music.

THE ROAD TO CULTURE gives bored men and women a new personal experience—the discovery that life's greatest pleasure need no longer be feared!

The **ROAD TO CULTURE**
By CHARLES GRAY SHAW

At all bookstores on February 6th, $2.00—or from the Publishers

Funk & Wagnalls Company »« New York

IF YOU SMOKE A PIPE send $1.00 for two pounds, post-paid, selected natural leaf tobacco, ripe, mild and mellow, just as it comes *from the world-famous plantations of Old Virginia.*
M. W. Atkins, Box A, Ridgeway, Henry Co., Va.

BOOK MANUSCRIPTS WANTED
All subjects—Fiction (Novel length), Verse, Business, Religion, Travel, Medicine, Science, World War, Professions, History, Politics, Sports, Humor, Miscellaneous. Prose (40,000 words up); Verse (book-size collections). Friendly reading free and prompt report.
Dept. D-3, DORRANCE & CO., Pubs., Drexel Bldg., Phila., Pa.

Learn Radio in 8 Weeks
TELEVISION
TALKING PICTURES
Thousands of jobs open paying $60 a week and up! You qualify in 8 weeks—not by correspondence, but by actual work on actual Radio, Television and Sound Equipment. **No books or lessons.** Free Employment Help. SEND FOR BIG, NEW FREE BOOK.
Radio Division, Coyne Electrical School, Dept. 21-6E
500 South Paulina Street Chicago, Illinois

LOWER PLATES CAN BE WORN WITH COMFORT

Loose, ill-fitting lower plates cause discomfort and embarrassment. Such trouble instantly ended by convenient, sanitary, economical PLATEX Aseptic Suction Cushions. Better than powders. Praised by thousands. 40c and $1 packages at druggist, or mailed direct. State if plate fits loose or fairly tight. Sent postpaid.
PLATEX LABORATORIES, INC.
509 Masonic Bld'g. Chattanooga, Tenn.

Let Emily Post Show You How To Beautify Your House

To Transform Old Houses To Plan and Build New Homes

at a saving in cost and disappointment. The major portion of her latest book, "The Personality of a House," is devoted to the interior—and is as rich in suggestions for the apartment-dweller as for the house-owner.

You Learn Color Harmony
Her chapters on color are superb—the best expositions of the subject ever written.

One Room or a Large House or Apartment
Every possible room is discussed in detail, whether it be in a great house or in the one and only room.

Handsomely Illustrated
Over 100 text illustrations, 63 full-page half-tone reproductions and a color chart.

THE PERSONALITY OF A HOUSE
The Blue Book of Home Design and Decoration
By Emily Post

8vo, 537 pages. Cloth binding, $4.00; by mail, $4.18. Full Flexible Leather, boxed, $7.50; by mail, $7.68

AT ALL BOOKSTORES, or
FUNK & WAGNALLS COMPANY, 354-360 Fourth Ave., New York

THE HOUSE-OWNER'S BOOK
By A. L. Churchill and Leonard Wickenden
NEW REVISED EDITION

A practical, non-technical, money-saving volume telling all a prospective or actual home-owner would find valuable to know, from the selection of a site, financing, building materials, lighting, heating, plumbing, appliances to making repairs. Illustrated.

12mo. Cloth. 404 pages $2; by mail $2.14
FUNK & WAGNALLS COMPANY, 354-360 Fourth Ave., New York

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED